BROADCASTING
TELECASTING

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good gracious—
ain't you got no curiosity?

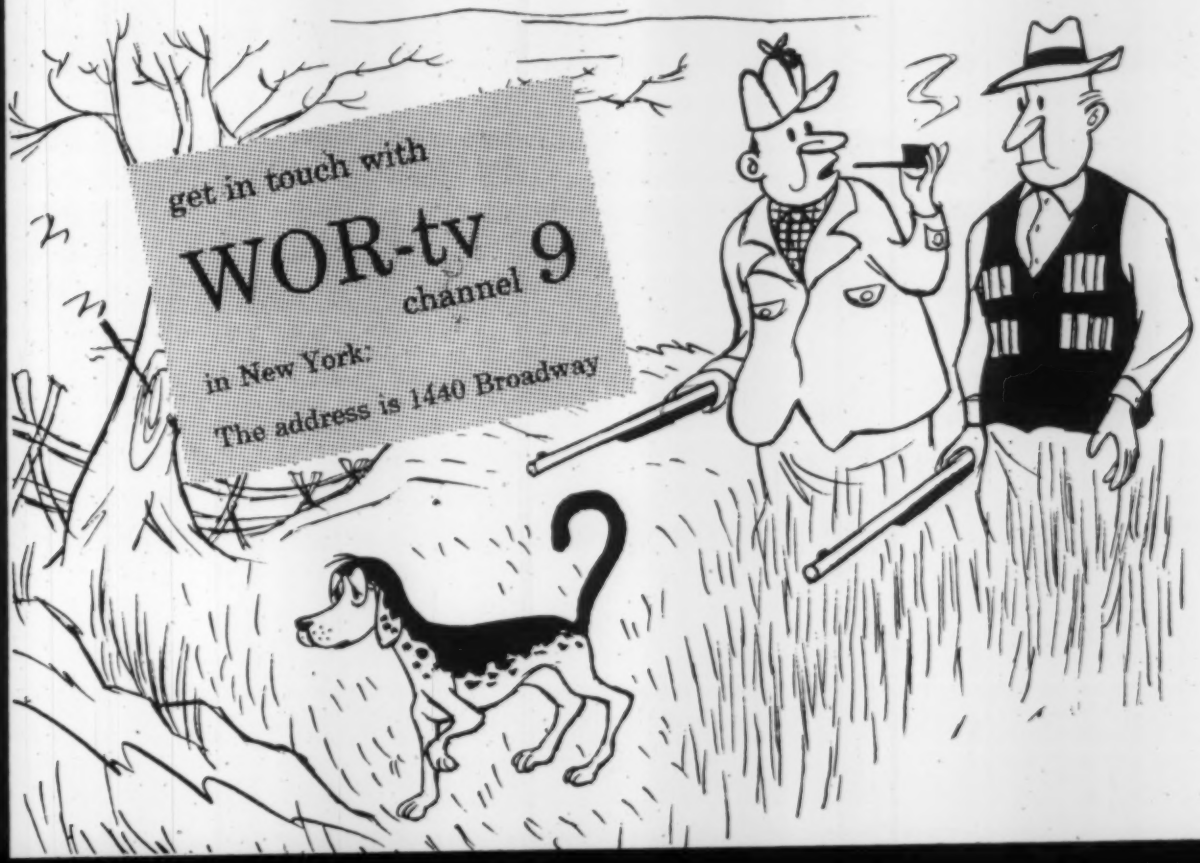
DO YOU NEVER want to LEARN anything? Do you just want to sit still and let the wisteria climb up you and ignore the brass facts of what WOR-tv, in New York, has done – and is doing – for many, many advertisers?

Look – and this is not just glib, verbal patter:

A man came into WOR-tv and bought time on Buster Crabbe's show. In one week he sold $2,289.00 worth of records.

Another man sold 285 mixing machines at – hold your breath – $29.95 each as the result of making one WOR-tv offer. The same man came back the following week and sold 376 more. In all WOR-tv sold more than $19,500 worth of this man's goods.

You get what we mean, don't you?



Queen Elizabeth stopped here

Virginia House

Virginia House typifies the happy blending of history and progress in Richmond. Ancient Warwick Priory, built in England in 1565 and visited by Queen Elizabeth, provided its stone and timbers. Old Dominion ingenuity and wealth transplanted it in the New World. Modern Richmond loves its traditions, but never lets them interfere with its progress. WTVR, the first television station in the whole South is rooted in Richmond. Radio, both WMBG and WCOD (FM) pioneered here, too. This is part of the personal history of Havens and Martin Stations, First Stations of Virginia.

WMBG AM **WCOD** FM

WTVR TV

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA

DOMINANT

in the world's richest farm area...

Day after day, more Central California radios are tuned to KFRE than any other station in the area ... more than to the second network... more than to all five of the third and fourth network stations combined.

Get the full story from Avery-Knodel.

KFRE

940 KILOCYCLES

★ CBS

50,000 WATTS

FRESNO, CALIFORNIA

PAUL BARTLETT
President

...ished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
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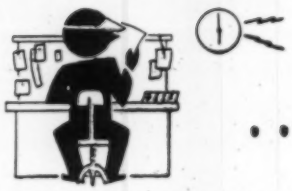
BROADCASTING TELECASTING



...at deadline

Closed Circuit

NBC considering selling its six-second NBC chime break to national advertisers, in bid for additional radio revenue. If network does so, reaction from National Association of Radio and Television Representatives may be expected.

FIRST SIGNS of new conflict between newspapers and FCC are appearing in Washington. Repeated statements from high places that, all other things equal, non-newspaper applicants will be given preference over those newspapers affiliated in TV is bringing forth on Capitol Hill an allegation that FCC proposes to discriminate against newspaper ownership. Battle probably won't flare into open until FCC hands down its first new opinion on anti-newspaper monopoly premise.

ABC reportedly picking up about $4 million billings in switch of shows to it from CBS and NBC. In addition to Bristol-Myers' *Break the Bank* and *Mr. District Attorney*, which move from NBC to ABC in September, and TV version of *Mr. D. A.* slated for ABC-TV in October (see story page 23), Sterling Drug planning to move *Mystery Theatre* from CBS to ABC for both radio and television.

FURNITURE STORES surprisingly strong contender for top rank among local radio advertisers, BROADCASTING • TELECASTING TRENDS survey indicates. Outranked only by such old timers as Automotive and Food classifications, Furniture reported first as local revenue producer by many stations. Complete report on product rankings will be ready for August 6 issue.

NOW THAT CBS has completed its functional realignment, look for renewed activity in its quest for acquisition of additional TV properties, in whole or in part, to attain existing maximum permissable limit of five. CBS now has 2.45 stations (WCBS-TV, New York; KTSL-TV, Hollywood; and 45% of WTOP-TV, Washington). In addition, it has pending contract to acquire WBKB-TV Chicago from Balaban & Katz in ABC-United Paramount merger for six million dollars. This awaits FCC approval. It is known to be negotiating in several major markets for either 100% acquisitions or minority purchases.

REPORT that Luce publications withdrew as bidder for sponsorship of telecasts of national political conventions because of opposition from Chicago *Tribune* only half story. Luce opposition to some Truman policies posed problem for Democrats. Pabst beer reportedly still in bidding, but its chances slim. Brewery bids probably will be rejected because of dry vote.

BEHIND-SCENES wrangle growing between rival news media over site for 1952 political conventions in Chicago. Telecasters want International Amphitheatre where space adapta-

(Continued on page 78)

Upcoming

July 31: BMI Clinic, Los Angeles.

Aug. 2-3: Illinois Assn. of Broadcasters, First Summer Meeting, Pere Marquette State Park.

Aug. 2-3: Annual Conference on Radio in Education, Workshop and Clinic, Indiana U., Bloomington.

Aug. 5: Arkansas Broadcasters Assn., First Annual Sales Clinic, Hot Springs, Ark.

(More Upcomings on page 55)

Bulletins

RECEIVING tube sales for first half of 1951 were up nearly 25% over same period last year. RTMA reported Friday that more than 215 million tubes were sold first six months this year while 170,375,921 were sold in that period last year.

ANOTHER 5% reduction in TV set production ordered Friday by Defense Production Administrator Manley Fleischmann for fourth quarter of this year. With new restriction, total cut-backs in set production below pre-Korea levels will reach 35%.

SET PRODUCTION UP FOR BOTH RADIO, TV

ALTHOUGH lagging in second quarter because of materials shortages and defense requirements, radio and TV set production in first half of 1951 was bigger than that in same period of 1950, Radio-Television Mfrs. Assn. reported Friday. Total radios this year: 8,027,935; last year: 7,333,600. Total TV sets this year; 3,334,505; last year: 3,136,300.

Second quarter production fell behind first three months of 1951—3,792,338 to 4,235,597 for radios and 1,134,836 to 2,199,669 for TV. Of total radio sets built in first half of year, 4,212,222 were home sets, 845,309 portables and 2,969,038 automobile. About 17%—693,038—of radios contained FM, and 240,552 TV receivers had FM audio circuits. RTMA estimates covered production by entire industry, including non-members.

'51 VOICE OF DEMOCRACY

OFFICIAL announcements of '51 Voice of Democracy contest and selection of judges will be made jointly by NARTB, Radio-Television Mfrs. Assn. and U. S. Chamber of Commerce this week. NARTB today mailing out manuals of rules to Jaycee chapters, high school principals and broadcasters.

$2 MILLION TO MUTUAL

STERLING DRUG INC. (Bayer Aspirin and other products) to sponsor *Ladies Fair* on Mutual (Mon. through Fri., 11-11:25 a.m.) starting Oct. 1. Contract, representing almost $2 million in gross billings, marks Sterling's first use of Mutual morning time and swells ranks of MBS major morning sponsors. Sterling agency: Dancer-Fitzgerald-Sample, New York.

Business Briefl

WISE TO USE RADIO ● Wise Potato ch through Lynn Fieldhouse, Wilkes-Barre, P early in August planning radio campaign ing its own quarter-hour show, featur Jimmy Carol, on Tuesdays and Thursdays 30 eastern markets.

FOOTBALL FORECASTS ● Regal Am Brewing Co., San Francisco, Sept. 19 sta 13-week sponsorship of football forecast p grams *Tom Harmon's Pigskin Predictions* nine Columbia Pacific California stati Wednesday, 6:15-6:30 p.m. (PDT). Agenc Abbott Kimball Co., San Francisco.

NOON SEGMENT SERIAL ● Whiteh Pharmacal Co., New York, preparing dayti serial to be presented in 12:15-30 p.m. CBS-TV effective Sept. 24, five times week Biow Co., New York, handling production.

15 TV OUTLETS FILE FOR BOOSTS IN POWER

TOTAL OF 15 existing TV outlets had fi for power boosts by end of business Frid pursuant to FCC's partial thaw of three-ye freeze announced Thursday morning (ea story page 23). Initial FCC grants for creased coverage possible this week, one Co mission source indicated.

Commission unofficially estimated 40 to of total 107 VHF outlets now on air may eligible to increase transmitter power to f rated value. Some may be able to move new sites with higher antennas.

Bids for special temporary authority to boo transmitter power to full rated value (bo visual and aural), in turn boosting effecti radiated power, filed by:

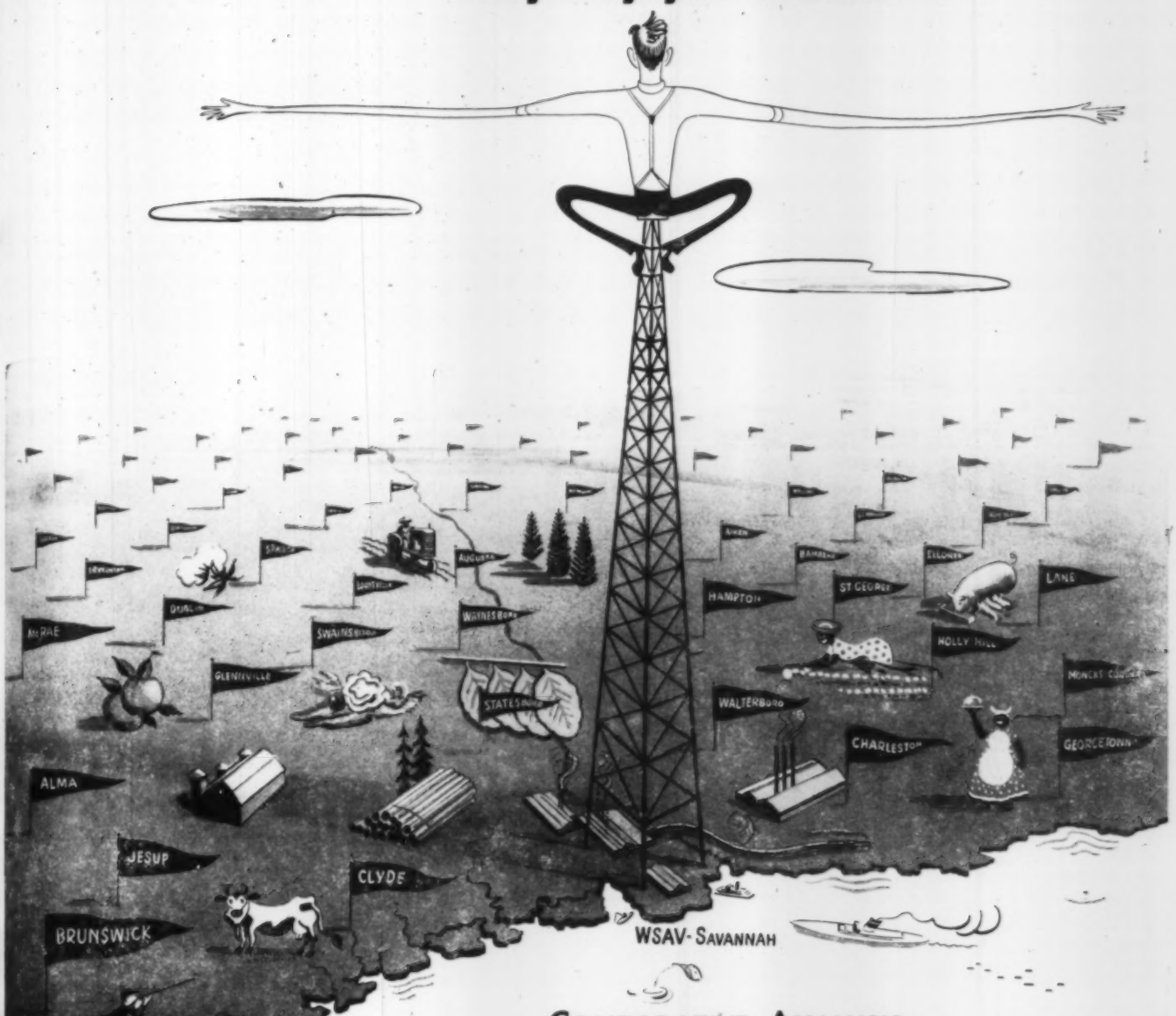
WTVJ (TV) Miami, seeking boost trans. pow from 2.2 kw to 5 kw, increasing ERP to 16.5 k (visual). WAVE-TV Louisville, boost ERP from kw to 24.1 kw. WOR-TV New York, boost tra power from 2.04 kw to 5 kw and ERP from 9 k to 22 kw. WHEN (TV) Syracuse, boost trans. pow from 2.78 kw to 5 kw (ERP now 15 kw). KRLD-T Dallas, boost ERP to 27.3 kw (trans. power now 2. kw). KMTV (TV) Omaha, boost trans. power fr 3.53 kw to 5 kw. WGN-TV Chicago, boost ER from 11.2 kw to 29 kw (trans. power now 1.93 k ant. 585 ft.). WBKB (TV) Chicago, boost tra power from 2.3 kw to 5 kw and ERP from 11 kw 25.2 kw.

WSM-TV Nashville, boost trans. power from 1. kw to 5 kw and ERP from 14.4 kw to 23.8 k WHAM-TV Rochester, boost trans. power from 1. kw to 5 kw and ERP from 16.7 kw to 22 kw. WXE (TV) Cleveland, boost trans. power to 5 kw. WKT (TV) Utica, N. Y., boost trans. power from 2.23 k to 4.286 kw and ERP from 13 kw to 25 kw. WTV (TV) Columbus, Ohio, boost trans. power to 5 k and ERP to 19.7 kw. WICU (TV) Erie, Pa., boo trans. power to 500 w and ERP to 3 kw. KTSL (T Hollywood, seeks modification of earlier bid f modification of permit (move to Mt. Wilson, increa power etc.) so as to conform with partial thaw polic and seeks ERP boost to 25 kw or that allowed.

McDANIEL HITS CREDIT CUR

TELEVISION'S "unnatural senitiveness" susceptibility to provisions of Federal Reser Board's curbs on consumer credits was to b described Sunday in Los Angeles by Glen Mc Daniel, president, Radio-Television Mfrs. Assn Before Electric League of Los Angeles, Mr McDaniel, according to advance copy, was t strike in particular at Regulation W as im peding sales of TV sets to purchasers in th medium and low income brackets.

Any way you measure it



COMPARATIVE ANALYSIS

Based upon Official Published Reports-BMB-Study No. 2.
For three subscribing Savannah, Georgia stations:

Subscribing Station:	Total BMB Radio Homes:	Total Weekly Audience Families:	Average Daily Audience Families:	Number Counties:
WSAV	**D 143,670 N 109,100**	**D 82,080 N 53,850**	**D 57,009 N 33,786**	**D 42 N 29**
Savannah Station "B"	D 106,860 N 83,320	D 65,810 N 46,070	D 46,163 N 31,578	D 28 N 20
Savannah Station "A"	D 51,880 N 44,800	D 30,470 N 28,430	D 19,323 N 16,996	D 7 N 3

Total Weekly Audience Families in Station "B" Counties, alone, eliminating all counties exclusive to WSAV:	WSAV D 73,540 N 48,630	Station "B" D 65,810 N 46,070	
Total Weekly Audience Families in Station "A" Counties, alone, eliminating all counties exclusive to WSAV:	WSAV D 39,940 N 33,260	Station "A" D 30,470 N 28,430	

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

AFFILIATE

Represented by Hollingbery

"BOSTON BLACKIE"

the half-hour adventure detective show that WINS

ACCLAIM

NORTH—"Now we know how good BOSTON BLACKIE really is. His 16.5 rating in Minneapolis far higher than we thought we had any right to expect." *Says: Tidewater Oil Co.*

EAST—"BOSTON BLACKIE, consistently good." In New York City, the highest rated show—all times, all days!
Says: R & H Brewing Company

SOUTH—"BOSTON BLACKIE has the most loyal listening audience of any show we've ever had on the air and is Lake Charles' most outstanding mystery program."
Says: Station KLOU, Lake Charles, La.

WEST—"BOSTON BLACKIE's 19.1 rating the highest rated show ever on Sunday afternoon in Kansas City."
Says: Rogers and Smith Agency For Long-Hall Laundry

And you'll praise him too!

Your client will be quick to acclaim the tremendous sales results chalked up for him by BOSTON BLACKIE—radio's greatest point-per-dollar buy!

For details, write, wire or phone

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

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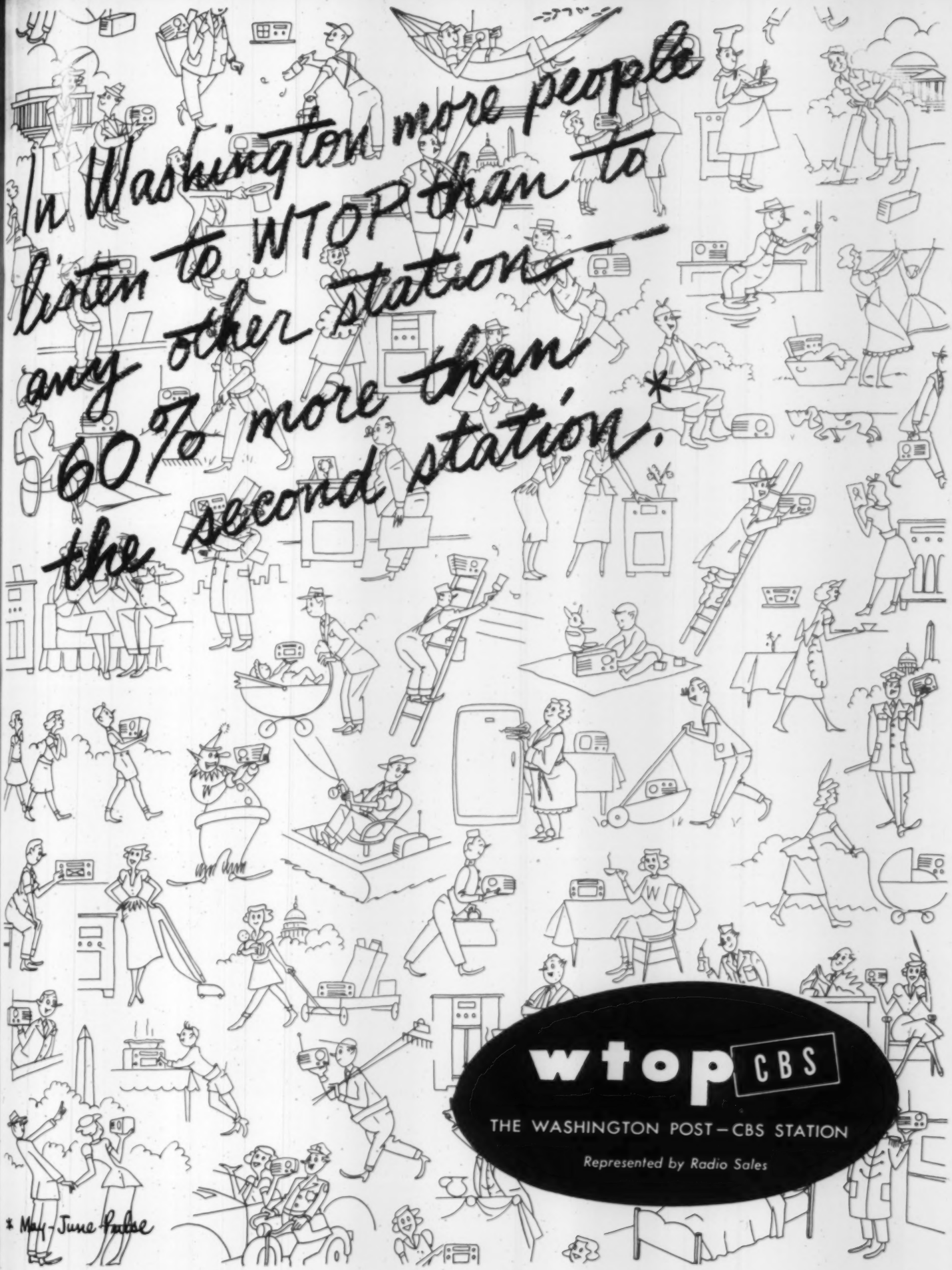

In Washington more people
listen to WTOP than to
any other station—
60% more than
the second station.*
wtop CBS
THE WASHINGTON POST—CBS STATION
Represented by Radio Sales
* May-June Pulse

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Drew Pearson (273) R*	Dance Orchestra	Quaker Challenge of the Yukon	You Can't Take It With You S
6:15	Seeman Bros. Mon. Headlines (260) R	"	"	"
6:30	Q.E.D. S	Summer in St. Louis	Cudahy Packing Nick Carter (328)	Adventures of Archie Andrews S
6:45	"	"	"	"
7:00	Adam's Playroom S	Amer. Tob. Co. Guy Lombardo Time (192) R	Kellogg Wild Bill Hickok 7-7:25	The Quiz Kids S
7:15	"	"	" News	"
7:30	Ted Mack Family Hour S	Fiesta	Affairs of Peter Salem	New Theatre S
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola Marie Lanza Show (192)	Singing Marshall	"
8:15	P&G Stop the Music	"	"	"
8:30	American Chicle Stop the Music (171)	Philip Morris Horace Heidt (179)	Enchanted Hour	U. S. Steel NBC Symphony
8:45	Lorillard Stop the Music (198)	"	"	"
9:00	Warner-Hudnut Walter Winchell (281)	Wrigley B'way Is My Beat (175)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (283)	"	"	"
9:30	The Law & You	Carnation Co. Contented Hour (178)	Everett Holles News	Mr. Moto S
9:45	Book Associates Dr Gino (5)	"	War Review	"
10:00	Burton Dixie Corp., Paul Harvey (119)	Music For You	This Is Europe	$64 Question *OT
10:15	Gloria Parker Show S	"	"	"
10:30	Co-op George Sokolsky	Longines-Wittnauer Symphonette (148)	Concerto	American Forum of the Air S
10:45	My Lucky Stars S	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Thoughts In Passing S	Elmer Roper	Shorty Warren Rangers	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri. 6-7 p.m.	Metro. Life Ins. Doug Edwards (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	No Network Service 6:15-6:45
6:30	"	No Network	"	"
6:45	"	Ron Cochran & the News	"	Sun Oil Co 3-Star Extra (34)
7:00	Co-op Headline Edition	Robt. Q. Lewis	Co-op Fulton Lewis Jr. (324)	Pure Oil Co. News Time (33)
7:15	Co-op Elmer Davis	"	Dinner Date S	No Network Service
7:30	General Mills Lone Ranger (145) R	"	Bottone Gabriel Heatter (302)	Miles Labs News of World (158)
7:45	"	Am. Oil-Hamm. Don Hollenbeck (103)	Blatz Mutual Newsreel	Miles Labs. One Man's Fam (155) H R
8:00	Man From Homicide S	How To	Hashknife Hartley	A A of RR's Railroad Hour (171)
8:15	"	"	"	"
8:30	General Motors Henry Taylor	Lever-Lipton Godfrey Talent Scouts (159) R	8:30-8:55 Crime Fighters	Firestone Voice of Firestone (160)
8:45	World Wide Flashes S	"	"	"
9:00	United or Not S	Wrigley Romance (175)	Murder By Experts S	Bell Telephone Telephone Hour (168) R
9:15	"	"	"	"
9:30	Ghost Stories S	Meet Millie	War Front—Home Front	Cities Service Band of America (96) N
9:45	"	"	"	"
10:00	Latin Quarter S	Strawhat Concerts	A. F. of L. Frank Edwards (133)	Boston "Pops" Orchestra *OT
10:15	"	"	I Love A Mystery	"
10:30	Sterling Drug News (297)	Dance Orchestra	Bands For Bonds	OT
10:45	Dream Harbor S	"	"	"
11:00	Band S	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Doug Edwards (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	No Network Service 6:15-6:45
6:30	"	No Network	"	"
6:45	"	Ron Cochran & the News	"	Sun Oil Co 3-Star Extra (33)
7:00	Co-op Headline Edition	Robt. Q. Lewis	Fulton Lewis Jr. (324)	Pure Oil Co. News Time (29)
7:15	Co-op Elmer Davis	"	Dinner Date	No Network Service
7:30	General Mills Mr Mercury	"	Personna Blades Gabriel Heatter	Miles Labs News of World (158)
7:45	"	Am. Oil-Hamm. Don Hollenbeck (103)	Blatz Mutual Newsreel	Miles Labs One Man's Fam (155) H R
8:00	Chance of a Lifetime S	Operation Danger	Count of Monte Cristo S	American Portraits S
8:15	"	"	"	"
8:30	Sea Hound S	C-P-P Y. Pwdr. Mr. & Mrs. North (152) R	Official Detective S	Dangerous Assignment
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wm. Wrigley Pursuit (179)	John Steele Adventurer	It's Higgins, Sir
9:15	"	"	"	"
9:30	"	Philip Morris The Bickersons (149)	Mysterious Traveler	Pet Milk (150) Jack Pearl & Mimi Benzell
9:45	Chr S. Monitor Views the News R	"	"	"
10:00	Time For Defense S	Capital Cloakroom	A. F. of L. Frank Edwards (23)	Lever Bros. Big Town (134)
10:15	"	"	I Love A Mystery	"
10:30	Sterling Drug News (297)	Dance Orchestra	Dance Orchestra	Summertime Serenade
10:45	Dream Harbor S	"	"	"
11:00	Band S	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDNESDAY

	ABC	CBS
6:00 PM	Not in Service	Metro. Life Ins. Doug Edwards (22)
6:15	"	You and the World S
6:30	"	No Network
6:45	"	Ron Cochran & the News
7:00	Co-op Headline Edition	Robt. Q. Lewis
7:15	Co-op Elmer Davis	"
7:30	General Mills Lone Ranger (145)	"
7:45	"	Am. Oil-Hamm. Don Hollenbeck (103)
8:00	Bob Barkley American Agent S	Rocky Jordan
8:15	"	"
8:30	American Chicle Fat Man	Chesterfield Dr. Christian (175) R
8:45	"	"
9:00	Rogue's Gallery S	Wrigley Johnny Dollar (175)
9:15	"	"
9:30	Mr. President S	Escape
9:45	"	"
10:00	Lawrence Welk S	Dance Orchestra
10:15	"	"
10:30	Sterling Drug News (297)	"
10:45	Dream Harbor S	"
11:00	Band S	News
11:15 PM	Sports Report ! S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album S	* World News	Elder Michaux Happiness Hour	Co-op World News Lone Pearson
9:15	"	E. Power Biggs S	"	We Hold These Truths
9:30	Voice of Prophecy, V&P Inc. (105)	"	Christian Rel. Church Back to God	We Remember (9:30-10 Spl)
9:45	"	Keyboard Concert	"	Hudson Coal D&H Miners Spl (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (319)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (322)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	News	Faultless Starch Time (53) Spl
11:15	"	"	Dixie 4 Quartet	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning S	N'western U Review S	UN Is My Beat S
11:45	"	"	"	Carnival of Books
12:00 N	News S	People's Platform	College Choirs	America United S
12:15 PM	Brunch Time S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Co-op Hazel Markel	The Eternal Light S
12:45	"	Richfield C. Collingwood (35)	Dawn Bible Frank & Ernest	"
1:00	Song in the Air S	Your Invitation to Music	William Hillman	Yesterday, Today & Tomorrow S
1:15	"	"	Organ Moods	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Foods Breakfast Club (261) R S	Co-op News	Co-op Robt Hurleigh	Skelly Oil News (27)
9:15	Swift & Co. Breakfast Club (316) R	Barnyard Follies S	Co-op Tell Your Neighbor	No Network Service
9:30	"	"	Harmony Rangers	"
9:45	Philco Corp. Breakfast Club (290)	"	"	"
10:00	Sterling Drug My True Story (216) R	Toni-Reid-Murdock, A Godfrey (170) R	Co-op Cecil Brown (93)	P&G, Welcome Travelers (142)
10:15	"	Lever-Rinso Author Godfrey (174) R	Faith Our Time S*	"
10:30	Philip Morris Modern Romances (223)	Pillsbury, Godfrey(180) R	Dixieland Breakfast Club	Swift & Co* Bud Foley Show (49) Spl
10:45	General Mills Betty Crocker (292) R	National Biscuit Author Godfrey (184) R	"	Campbell 10:30-11 Double or Nothing (132)
11:00	The Romance of Evelyn Winters (148) S	Liggett & Myers Author Godfrey (190) R	Co-op Ladies Fair	Bristol Myers Break the Bank (167) M-W-F
11:15	David Amity S	"	"	(T-Th. S) "
11:30	When a Girl Marries S	Coastal. Baking Grand Slam (48)	Lorillard-Kraft* Queen for A Day	Prudential Ins Jack Berch (141)
11:45	Lone Journey S	P&G Ivory Snow Rosemary (136)	"	Armour Dial Dave Garroway (166)
12:00 N	Thy Neighbors Voice S	General Foods Wendy Warren (150)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Scrutan Arthur Van Horn	Lever Bros. Aunt Jenny (29)	Lanny Ross S*	Pickens Party S
12:30	Not in Service	Whitehall Helen Trent (167)	Miscellaneous Program	No Network Service
12:45	"	Whitehall Our Gal Sunday (169)	Bob Poole Show	Songs by Eve Young S
1:00	Paul Harvey	P&G Ivory, Spic & Span, Big Sister (143)	Co-op Cedric Foster	Hometowners S
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (152)	Luncheon with Lopez	Pickens Party Rpt

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	(Network Opens 10 a.m.)	Coffee in Washington S
9:15	" S	Barnyard Follies S	"	"
9:30	"	"	"	Brown Shoe Smilin' Ed McConnell
9:45	"	Garden Gate	"	"
10:00	No School Today Block Drug 10-10:15	Lee Kelton Orchestra (153)	Miscellaneous Program S	Mind Your Manners
10:15	No School Today	"	"	"
10:30	"	Dave Stephens Show	Leslie Nichols	Pet Milk Mary Lee Taylor (151)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend (153)*	Mert's Record Adventures	Hollywood Love Story S
11:15	"	"	"	"
11:30	Student Symphony Fr. Chautauqua S	"	U.S. Marine Band	My Secret Story S
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (151)	Man on the Farm S	Barriault Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Pillsbury Mills Grand. Con. Sta. (155)	Georgia Crackers	US Marine Band
12:45	"	"	"	"
1:00	Navy Hour S	Armour Stars Over Hollywood (182)	Soldier's Serenade	Allis-Chalmers Natl Farm & H Hour (167)
1:15	"	"	Jerry & Sky S	"

SATURDAY

	ABC	CBS
1:30 PM	National Vespers S	Your Invitation to Music
1:45	"	"
2:00	"	Goodnews Rally Back to the Bible
2:15	"	"
2:30	This Week Around the World S	String Serenade
2:45	"	"
3:00	Sunday Serenade S	US Student News
3:15	"	L'Lesueur News
3:30	Dr. Billy Graham Hour of Decision	Starlight Melodies
3:45	"	"
4:00	Gospel Rally Or. Old-Fashioned Revival Hr. (52)	Music From Avalon
4:15	"	"
4:30	"	Sunday at the Chase
4:45	"	"
5:00	Chautauqua Symphony S	Main St. Music Hall
5:15	"	"
5:30	"	San Francisco Sketchbook S
5:45 PM	"	"

FOR AUGUST 1951

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Doug Edwards (22)	Repeat of Kid Strips	News Lionel Ricas S
"	You and the World S	"	No Network Service 6:15-6:45
"	No Network	"	"
"	Ron Cochran & the News	"	Sun Oil Co 3-Star Extra (32)
Co-op Headline Edition	Robt. Q. Lewis	Fulton Lewis Jr (324)	Pure Oil Co. News Time (30)
Co-op Elmer Davis	"	Dinner Date	No Network Service
General Mills Silver Eagle S.B.I. (162)	"	VCA Labs Inc. Gabriel Heatter	Miles Labs News of World (159)
"	Am. Oil-Hamm. Don Hollenbeck (103)	Blatz Mutual Newscast	Miles Labs One Man's Fam (156) H R
Newsstand Theatre Players S	Gen. Mills Wildroot F.B.I. (149) R	California Caravan S	The Trailts
"	"	"	"
Hollywood Star Playhouse	Nation's Nightmare	Pal Blades Rod & Gun Club (135)	Dimension "X"
"	"	"	"
O'd Gold Orig. Amateur Hour (232)	Wrigley The Lineup off 8-16 (175)	True or False	L&M Fatima Dragnet (157) R
"	"	"	"
"	Philip Morris Playhouse on B'way (141)	Co-op Reporter's Roundup	Gulf Refining Counterspy (118)
Foreign Reporter S	"	"	"
Operation Dixie	Dance Orchestra	A F of L Frank Edwards (23)	Screen Directors Playhouse * OT
"	"	I Love A Mystery	"
Sterling Drug News (207)	"	Dance Orchestra	OT
Dream Harbor S	"	"	"
Band S	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Doug Edwards (22)	Repeat of Kid Strips	News Lionel Ricas S
"	You and the World S	"	No Network Service 6:15-6:45
"	No Network	"	"
"	Ron Cochran & the News	"	Sun Oil Co 3-Star Extra (33)
Co-op Headline Edition	Robt. Q. Lewis	Fulton Lewis Jr (324)	Pure Oil Co. News Time (33)
Co-op Elmer Davis	"	Dinner Date	No Network Service
General Mills Lone Ranger (145)	"	Pearson Pharm Co Gabriel Heatter	Miles Labs. News of World (159)
"	Am. Oil-Hamm. Don Hollenbeck (103)	Blatz Mutual Newscast	Miles Labs. One Man's Fam. (156) H R
Defense Attorney S	Spade Cooley Show	Magazine Theatre	Man Called "X" S
"	"	"	"
Equitable Life This Year FBI (286) R	"	Dance Orchestra	Nightbeat S
"	"	"	"
Heinz Life In Your Hands (288)	Rayburn and Finch Show	Armed Forces Review	Inspector Thorne S
"	"	"	"
Steel Pier Orchestra	Phillips Petro Rex Allen Show (67)	A F of L Frank Edwards (133)	Boy Shield & Co. S
Hotel Claremont (SF) S	Dance Orchestra	Dance Orchestra	On the Spot
"	"	"	Pro & Con S
Band S	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Ragov Rhonov Trio S	News Grilling Bancroft S	Harmony Rangers	Bob Warren News
Una May Carlisle S	Atlantic City String Band S	"	Earl Godwin's Washington
Harry Wismer S	Saturday Sports Roundup	Organ Music	Hollywood Bowl Concerts
Labor-Management S	Richfield L. Lesueur (35)	"	"
Labor-Management S	Tropical Trip	Co-op Al Helfer	"
Co-op Bert Andrews	"	Twin Views of the News	"
Space Patrol S	R J. Reynolds Vaughn Monroe (172) R	Comedy of Errors 7:30-7:55	Living—1951
"	"	7:55-8 State Farm Auto Ins Co; C Brown	"
Dancing Party S	Wrigley Gene Autry (176)	20 Questions	RCA, Musical Merry-go-Round (107)
"	"	"	"
"	Philip Marlowe	Take a Number	Magnificent Montague *OT
"	"	"	"
"	Gangbusters	Hawaii Calls	Amer Tob Co Your Hit Parade (160) R
"	"	"	"
Saturday at Shamrock S	Carter Prod. Songs for Sale (134)	Chicago Theatre of the Air S	"
"	Songs for Sale	"	TBA
Dixieland Jam-Bake S	"	"	R J. Reynolds Grand Ole Opry (161)
New Yorkers S	"	"	"
News	News	News	News from NBC
Hotel Roosevelt (LA) S	Dance Orchestra	Dance Orchestra	Silver Jubilee

SUNDAY

CBS	MBS	NBC
Your Invitation to Music	Lutheran Hour (Lutheran)	U of Chicago Roundtable
"	Report from Pentagon	The Catholic Hour
"	Co-op Bill Cunningham	"
String Serenade	Top Tunes with Trendler	Mutual Benefit Ins., Bob Considine (163)
"	"	The Girl From Paris
El Shadel News	Bandstand U.S.A.	Hormel, Music with the Hormel Girls (45)
L Lesueur News	"	"
Starlight Melodies	Air Force Hour	Am Dairy Assn. David Lawrence (166)
"	"	Belmont Radio John C. Swayze (133)
Music From Avalon	Bobby Benson	The Saint S
"	"	"
Sunday at the Chase	Under Arrest	U S Tobacco Martin Kane (167)
"	"	"
Main St. Music Hall	The Shadow S	The Whisperer S
"	"	"
Pepsi-Cola Phil Regan Show (187)*	Williamson True Detective Mysteries (487)	How Hear This S
"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Gems For Thought	P&G Crisco Dr. Malone (145)	Luncheon with Lopez	Co-op News George Hicks S
Not in Service	P&G Duz Guiding Light (143)	Harvey Harding Sings	Songs by Eve Young—Repeat
Co-op M. M. McBride	GF-Swansdown Mrs. Burton (75)	From the Windy City	Campbell Soup Double or Nothing (134)
"	P&G Tide Perry Mason (148)	"	"
News S	Toni Co. Nora Drake (157)	Say It with Music	General Mills Live Like A Millionaire (75)
Frances Scully S	P&G Ivory Fl. Brighter Day (108)	"	Amer. Tob. Co. Benghart 2:55
Family Circle S	Miles Labs. Hilltop House (141)	Co-op Bob Poole Show	P&G Life-Beautiful (154)
"	Col.-Palm.-Peet Kings Row (48)	"	P&G Road of Life (154)
"	Pillsbury House Party (152)*	"	P&G Pepper Young (158)
"	"	"	P&G Right to Happiness (155)
Dean Cameron S	Col.-Palm.-Peet Strike It Rich (140) R	Miscellaneous Programs	P&G Backstage Wife (143)
Altar Bound S	"	"	Sterling Drug Stella Dallas (147)
The Perfect Husband Co-op	Treasury Bandstand	B&B Chucklewagon 4:30-5	Sterling Drug Y Widder Brown (147)
"	"	4:55-5 News	Mart's Record Adventures M-W-F 5-5:30	Manhtn. Soap Woman in my House (167)
Big Jon & Sparkie S	Tu Music You Know M, W	Quaker Chall. of Yukon Thurs. 5-5:30	Whitehall Just Plain Bill (119)
"	The Chicagoans Th-F St. Louis Mat.	Bobby Benson Tu. & Th. 5:30-6 pm	Whitehall Front Page Farrell (129)
Fun Factory S	Top Tune Time	Singing Marshall MWF 5:30-5:55	P&G Lorenzo Jones (42)
"	Miles Labs. Curt Massey Time (143) R	Joe Lowe Corp. Mel Allen* M-W-F 5:55-6	Bob & Roy

SATURDAY

ABC	CBS	MBS	NBC
Luncheon With Lopez	Toni Co. Alias Jane Doe (151)	Dance Orchestra	Rio Rhythms
"	"	"	"
Music of Today S	Hormel & Co. Music with H. Girls (114)	Dunn on Discs	Musicana
"	"	"	"
Canadian Rhapsodies	The Chicagoans	"	Slim Bryant & His Wildcats
"	"	"	"
Pan American Union	Farm News	Caribbean Crossroads	TBA
"	Adv. in Science	"	TBA
Concert of American Jazz	Report From Overseas	Bands for Bonds	US Army Band
"	Dance Orchestra	"	"
Horse Racing	"	Sports Parade S	TBA
"	"	"	"
News	"	"	"
Roseland S	Cross-Section USA	Bandstand U.S.A.	Summer for Orchestra
"	"	"	"
Marines in Review	Radio Reporter's Scratchpad	Dancing By the Sea	Speak for Yourself
"	Horse Racing	"	"
Vacation Time	Treasury Bandstand	"	Big City Serenade
Club Aluminum Club Time (29)	"	"	"

Explanatory: Listings in order, Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EDT.

ABC

8:50-9 AM Mon.-Fri., Philip Morris, One Man's Opinion, 200 stations.
7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS

8:30-9:15 AM Sun., General Foods, Sunday Morning Gatherin', 107 stas.
8:30-8:45 AM M-F, General Foods, Renfro Valley Country Store, 59.
10:25-30 AM Sat., Economic Labs, Galen Drake.
11-11:05 AM Sat., Campana Sales Co. Bill Shadel News, 178 stations.
3:55-4 PM M-F, Puritan Co., Julian Bentley News, 147 stations off 8/24.
3:55-4 PM Mon.-Fri., Pillsbury, Galen Drake, 184 stations.
5:55-6 PM Sun., American Safety Razor Corp., Edw. P. Morgan, 148 stas.

MBS

NOTE: Split network (4/16-9/30) from approx. 2-4 PM Mon.-Sun.; Network A, regular shows; Network B. baseball, related shows.
8:55-9 PM Mon.-Fri., Bill Henry & the News. Johns-Manville, 434 stas.
8:55-9 AM Mon.-Fri., Les Higbie and the News, American Tobacco Co.
10:25-10:30, 11:25-11:30 AM Mon.-Fri., 12:25-12:30, 2:25-2:30, 3:25-3:30, 4:25-4:30 PM Mon.-Fri., Bab-O Reporter, B. T. Babbit Inc.
10:55-11 AM Mon.-Fri., Talk Back With Happy Felton, American Tobacco Co.
11:30-12 noon Tues., Thur., Kraft Foods Co., co-sponsors Queen for a Day.

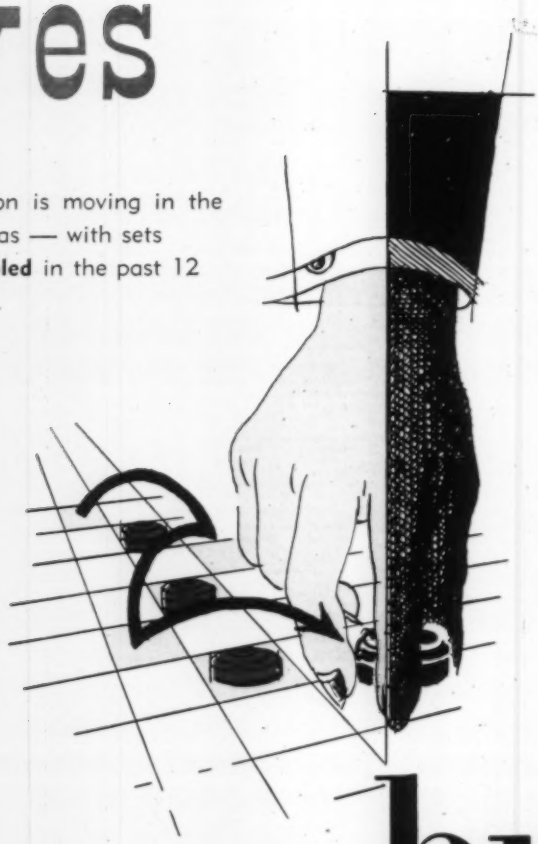
NBC

*OT — Operation Tandem, Whitehall, RCA and Liggett & Myers.
8-8:15 AM Mon.-Fri. Alex Drier, Skelly Oil Co. 27 stations.
9-9:15 AM, Sat. This Farming Business, Skelly Oil Co. 26 stations.
10:30-10:45 AM. Mon.-Fri. Cal Tinney, General Mills, 11 stations.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
July 30, 1951
Copyright 1951

yes

television is moving in the Carolinas — with sets **quintupled** in the past 12 months.



but...

WBT is jumping! Take Sunday night for instance. In the 8 half-hour periods between 6 PM and 10 PM, WBT ratings are up in 6, even in 1, slightly down in 1. Average rating for the four-hour period is up 3 rating points. To advertise and sell effectively in the Carolinas, first get the **facts** from WBT or Radio Sales.

WBT CHARLOTTE

COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally By Radio Sales

open mike

Free Ride

EDITOR:

The Congress is debating an increase in postal rates; the public will pay about $127 million more per year. *But the newspapers will continue to receive a subsidy of about $20 million per year, largely in the form of free postage.*

The fact that newspapers pay *no postage* within the county of publication is such a closely guarded secret that many broadcasters, and even most Congressmen are unaware of this fact. Because of the powerful newspaper lobbies it will be unlikely that radio can compel them to pay their fair share of postage, but we should be able to force each paper mailed free to carry a printed statement of this fact in place of the "entered as second class mail" statement now used.

If every broadcaster would encourage the news services to give full publicity to this free mailing privilege and inform the public, it might help radio shed the old stigma of government support. The NARTB has done much work along this line and I am sure that they will be glad to send information to all interested stations.

Thomas R. Kelley
Manager
WRCO Richland Center, Wis.

* * *

No Hitchhikers

EDITOR:

It would appear that we're still having trouble with the new name of our trade association—The National Assn. of Radio & Television Broadcasters. In the story on page 4 in the [July 16] issue of BROADCASTING • TELECASTING, referring to the Commission acting to speed up new TV allocations, the association is referred to in a couple of places as NARTB-TV. It appears to me that this "hitchhike" of TV at the end is superfluous. . . .

Harold Essex
V. P.-Gen. Mgr.
WSJS Winston-Salem, N. C.

[EDITOR'S NOTE: NARTB itself occasionally has used "NARTB-TV" to designate strictly television activities of the association. But from now on, it's simply "NARTB" in BROADCASTING • TELECASTING.]

* * *

Attention: FCC

EDITOR:

Please discontinue my subscription at its expiration. The lifting of the "freeze" has taken so long that I have gone into a different field of endeavor.

H. P. Bellew
Rutledge, Del.

* * *

Invaluable

EDITOR:

BROADCASTING • TELECASTING magazine is tops for me, and is invaluable in the wholesale radio-television field. Through your magazine, I'm able to keep our salesmen and dealers up to date with the latest TV-radio news.

Benedict A. Aron
Sales Manager
Schultz Distributing Co.
Norfolk, Va.

* * *

Goodbye, Mule Train

EDITOR:

This is to inform you that WSGW [has issued] a directive to its disc jockeys banning the playing of all Frankie Laine records. . . .

Bob Elliot
Program Director
WSGW Saginaw, Mich.

Talking Machine

EDITOR:

We have one man on our staff of whom we're very proud because of his firsts in radio. He is Jim Sullivan. . . . Recently he described the annual swimming meet at Gull Lake at Gravenhurst, about 25 miles north of Orillia. Without any assistance he talked for two and a half hours non-stop, describing the events, reading spots, interviewing guests and participants and giving results. This, we believe, is the longest straight talking without interruption in radio.

Russ Waters
CFOR Orillia, Ont.

Coffee and Careers

EDITOR:

Many thanks for the item, appearing on page 73 of the July 16 issue of BROADCASTING • TELECASTING, concerning our "Career Day" series over WATV (TV) Newark. However, in all fairness to WATV, we feel you should have pointed out that only the Wednesday edition of their regular Mon.-Fri. *Coffee Club* show has been designated "Career Day" on the *Coffee Club*. The remainder of the week is devoted to many other fine public service features. . . .

Sidney Sauft
Sauft Television Features
New York

* * *

[CORRECTION: Robert E. Brooking, chief engineer, KFMV(FM) Los Angeles, in a letter published last week in OPEN MIKE, advocated the removal of all TV channels to the UHF range. A typographical error robbed Mr. Brooking of his point. An errant typographer wrote "VHF" for "UHF."]

NOW...Exclusive N B C Affiliates in ALASKA

Proof once again that the powerful KFAR-KENI combination is the most potent sales force in all Alaska!

Now exclusive Alaska Affiliates for:

NBC - ABC - MUTUAL DON LEE

MIDNIGHT SUN BROADCASTING CO.

KFAR, FAIRBANKS
10,000 Watts, 660 KC

KENI, ANCHORAGE
5,000 Watts, 550 KC

(Sold Separately—or in Combination at 20% Discount)

GILBERT A. WELLINGTON, *Nat'l Adv. Mgr.*
5546 White-Henry-Stuart Bldg., Seattle

ADAM J. YOUNG, Jr., Inc., *East. Rep.*
New York • Chicago

there is no substitute for results

APS memo from Mitch

Last fall we told our subscribers how we planned to make APS "the library that pays for itself".

- We promised that we'd make it the best musical library on the market.
- We promised to help them train better sales staffs—using radio's own technique—the spoken word.
- We promised to keep them abreast of important sales, program and management developments.
- We promised to give broadcasters a sensible price scale—and long-term price protection.

Did we succeed? Here—in the words of broadcasters themselves—is the testimony that makes us the proudest library group in the industry! Why not join us ... and learn why ....

There is no substitute for RESULTS!

"THE NEEDLE!"

This timely newsletter goes to APS subscribers each month, bringing them up-to-the-minute information and suggestions which station managers, programming and sales personnel can use productively in building more business. Written by a sales expert, it offers a wealth of ideas and facts unobtainable elsewhere.

We received the copies of "THE NEEDLE!" and they will be put to good use. I have every reason to believe they will result in additional business for us.
PAUL ELLIOTT, KRNT, Des Moines

Thanks for my first copy of "THE NEEDLE!" and very smart piece of work . . . and a mighty valuable one for my department. I can see many, many sales campaigns coming up in '51.
NORM WILLIAMS, CJOB, Winnipeg, Can.

I would appreciate it very much if you could put us on the mailing list for three copies of "THE NEEDLE!" It is very helpful and I would like to have a copy for each salesman.
EDWARD A. WHEELER, PRES., WEAW-FM, Evanston, Ill.

Volume I, No. 1 is a great success. Very pleased with the content of "THE NEEDLE!" and the sales help which you have included.
GEORGE VOLGER, KWPC, Muscatine, Iowa

If it is permissible to have more than one copy of "THE NEEDLE!", will you please send them to us? We think this new Associated Service will be of tremendous help in our sales approach. Thank you very much.
IRVING ZEIDMAN, PD, KNOE, Monroe, La.

"THE NEEDLE!" improves all the time. So much so in fact that we are examining them for better usage by our folks. If possible, we would like to request that copies be mailed directly to each of our salesmen here so that they may take a more personal interest in reading it.
STEVE RYDER, MGR., WENE, Endicott, N. Y.

I got your copy of "THE NEEDLE!" and it's darn good stuff. As a matter of fact, if it isn't presumptuous of me, I would like to have instead of one copy, three or four copies so that I can equip each salesman with one. I find that's much better than trying to pass one copy around.
SI GOLDMAN, MGR., WJTN, Jamestown, N. Y.

TRANSCRIBED SALES MEETINGS

These 30-minute, informal sales meetings on discs (six of them already in use) have been prepared for presentation direct to the station's sales staff. Each is conducted by Maurice B. Mitchell, APS vice president and general manager. The series also features well-known guest speakers discussing various phases of more productive radio selling.

We had our third APS franscribed sales meeting and listened to "THE DEPARTMENT STORE AND RADIO ADVERTISING." We felt the comment contained in this particular program to be basically very sound and applicable to almost every kind of retail outlet even though you keyed it for department store only.
Keep up the good work. We'll be looking for #4 in the near future.
K. RICHARD CREITZ, WEEU, Reading, Pa.

IN-PERSON SALES AND PROGRAM CLINICS

Regional conferences, held throughout the country for APS subscribers, now provide on-the-spot aid and counsel on programming and selling. Four successful sessions have already been staged and others are scheduled for every region. Besides this, APS representatives regularly visit subscriber stations and often accompany station salesmen on their local selling calls.

This has been the most practical programming and sales meeting I've attended . . . practical for present day radio, that is. **DEANE FLETT, KTBS, Shreveport, La.**

For the first time, one of the firms with which we do business is doing something helpful for their clients. Your service to radio stations in these meetings as well as the transcribed sales meetings is a real service and should be continued. Nothing like it has ever happened before.
C. L. BELFI, KTSA, San Antonio, Tex.

I appreciate your having this meeting in Atlanta. We had our sales manager and all radio salesmen here from our station. I hope you will continue to hold these meetings: I WOULD BE WILLING TO PAY MY SHARE OF THE COST OF SUCH MEETINGS.
JIM BAILEY, WAGA

Constructive for all segments of station staff. Wish more could attend. Gives overall picture of radio which some lose sight of in day-to-day routine. Particularly appreciate amusing, yet pointed, needles shot at salesmen . . . wakes sleepers up, hypos hustlers. Many points of tremendous value which merit return engagement, no less than annually, with some station sales stories as result of meetings and et series.
JIM WOODRUFF, JR., WRBC

Your clinic that I attended in New York was all too brief. All of us need to be reminded of the fundamentals of good selling practice—your coverage of these known factors of good selling procedure, can be helpful to anyone in our business. **DICK GRAVEL, WTAG**

This was the beginning of a new phase in library "merchandising" which has certainly been inspiring and refreshing. Once-a-year meetings like this should be planned. Working out the elementary questions in advance could help save time in the meetings.
FRED L. CORSTAPHNEY, WSLS, Roanoke, Va.

It was a wonderful meeting. The only trouble was that it was too short. We could have asked a thousand more questions.
JIM RYER, WMUU, Greenville, S. C.

I feel that this meeting was exceptionally interesting, informative, and certainly aided (I believe) in making the relationships between the program department and commercial department a good deal closer than it usually is. As you know, it is not unusual for a clash to exist between these departments. Emphasis on a closely-knit unit to make a radio station a success is always of prime importance. Thoroughly enjoyed the get-together.
PETER EDMAN, WVEC, Hampton, Virginia

This has been a most informative and a well-spent afternoon and I want to say that I certainly do appreciate the time you have spent and the trouble you have gone to to better equip us for more efficient station management and commercial sales. **MARV STEFFINS, WMUU, Greenville S. C.**

I was most impressed with the meeting. I believe it will bring about a more valuable use of our library. On the next meeting you might try and do a little missionary work on cooperation between program and sales departments. We have had it both ways at WTMA and now that the two departments work together, it is much more effective. It is a problem that exists in most stations. **R. J. SHADE, WTMA, Charleston, S. C.**

I have noticed an increase in enthusiasm for the art of selling and I hear more of the "facts and figures" type of sales talk being practiced around the office.
Incidentally, I have now heard the "talk" four times and have yet to be bored by it. In fact, I think I enjoy it more each time I hear it. We have dubbed it on the wire recorder and each time one of our boys comes in dejected over a refusal, he gets out the wire and plays it again!
Thanks a lot for the cooperation, and we'd like you to know that we are still enthusiastic about the library after using it almost 5 years.
GEORGE W. YAZELL, WCFC, Beckley, West Virginia

Congratulations on your excellent work titled "Some Fundamentals for Radio Salesman."
The manner in which you approached the problem and your prescriptions could not have been more impressive and could not have more suited us if you had made it exclusively for WDNC.
WOODY WOODHOUSE, WDNC, Durham, N. C.

APS Associated Program Service

151 West 46th Street, New York 19, N. Y.

"the library that pays for itself"

Maurice B. Mitchell, General Manager
Associated Program Service
151 West 46th Street, New York 19, N. Y.

I'm interested in knowing more about the APS library for my station. Will you send the facts right away?

Name .....

Title .....

Station .....

Street .....

City..... Zone..... State.....

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

*TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

agency

C. BURT OLIVER, co-manager Houston office, Foote, Cone & Belding, elected vice-president and named general manager agency Hollywood office.

ROBERT D. STUART, sales planning manager Yale & Towne Mfg. Co. appointed assistant general manager of New York-Middle Atlantic division, James Thomas Chirurg Co., N. Y.

ARTHUR L. GRIMES, J. Walter Thompson International Div., named associate director of International Div. McCann-Erickson, N. Y.

JERRY STEINLE, account representative N. W. Ayer & Son, S. F., resigns to become advertising manager of Magna Engineering Corp., S. F.

J. G. MOTHERAL, group head on Standard Oil Co. of California account for BBDO, S. F., named manager of San Francisco office. JOHN A. THOMAS, television account service director BBDO, N. Y., replaces him as group head.

ROBERT McKENZIE to Sherman-Marquette, Chicago, in executive and creative capacity. He was with Leo Burnett and J. Walter Thompson.

WILLIAM S. ANDERSON, J. J. Weiner Co., S. F., named radio-TV director.

on all accounts

WHEN television first got its start as an entertainment and merchandising medium, a lot of experienced sales executives sat back and watched, just to see what might happen to the brash youngster.

That youngster grew according to tradition. He teethed on experiments, blinked at profit and loss statements, and every once in a while let out with a healthy protest when he felt he was not getting a square deal.

Today television is more mature, and having reached that stage, the growing fellow is attracting more experienced personnel to his ranks.

One of those who has been attracted is John F. (Jack) Noone, sales director of station WPIX, the *New York News* station.

Jack Noone is a "shirt-sleeves" salesman. His one antidote for poor business is beating a better path to the clients' and their agencies' doors.

Graduate of a business era when "an honest buck" meant just that, the circumstances of his early economic standing were such that he went to work much earlier than he cares to admit, all for the sake of the family larder.

In 28 years, during which time he has run the gamut of merchandising—selling, space buying, promotion and administration—Mr. Noone has learned that manufacturers and agencies want to reach the most people at the lowest possible cost, and no matter how you embellish it, that's all they're after.

This cards-on-the-table approach to modern selling has paid off for him in the past, and still promises to pay off in his current approach to the television medium.

Mr. NOONE

The quick switch from space selling to time selling failed to catch Mr. Noone with his adjectives down, and he has made the transition from "readership"—in the newspaper and magazine field—to "viewership" with a minimum of effort.

When interpreting pulse rates for an independent station such as WPIX, he is more than likely to remember that newspaper space buyers invariably found out the local retailers' perference for a favorite newspaper, in addition to finding out circulation and space rates in the same town.

Digging deeper into the subject, he found justification for this code in the fact that more local (metro-

(Continued on page 65)

beat

E. F. HASCALL Jr. elected executive vice president Henri, Hurst & McDonald, Chicago. He was with Young & Rubicam and Campbell-Ewald, same city.

CLINTON F. WHEELER Jr., radio-TV department BBDO, N. Y., appointed director of radio-TV Hewitt, Ogilvy, Benson & Mather Inc., N. Y.

Mr. Wheeler

BILL GABRIEL Jr. appointed assistant to owner William Glazer Adv., Cleveland. He was with Arco Paint Co., Cleveland.

ARTHUR EHRLICH, producer-writer, to Abbott Kimball Co., N. Y., on creative staff of radio-TV department.

LEONARD DAVIS Adv., Worcester, Mass., opens new offices at 107 Front St. GRACE E. ROURKE appointed director of copy department.

LEONARD BRIDGES, Fulton, Morrissey, Chicago, to Cummings, Brand & McPherson, same city, as account executive and copy chief and member of plans board.

STEPHEN T. CROSBY, Southern California advertising manager *Wall Street Journal*, and R. M. W. SHAW, publisher of *Journal*, Arcadia, Calif., to Yambert, Prochnow, McHugh & McCaulay, Beverly Hills, Calif.

LOUIS J. CAROW JR., promotion and publicity director U. S. Treasury Saving Bonds Div., to Bozell & Jacobs Agency, Chicago, as account executive.

ROLAND E. JACOBSON, account executive Biow Co., Hollywood, to Davis & Co., L. A., in charge of copy and plans as well as assistant in servjcing agency's various clients.

MARCELLA BLACK, continuity director WOL Washington, to James S. Beattie Adv., Washington, as radio-TV writer-producer.

HENRY H. HUNTER, assistant publicity director Ross Roy Inc., Detroit, to public relations department, Grant Adv., N. Y.

BETTERIDGE & Co., Detroit opens new technical services department headed by ARTHUR SUTTON. New department will handle motion pictures, slide films and the writing, staging and direction of sales conventions. Mr. Sutton has been handling agency radio-TV activities.

INTERNATIONAL Div. of GRANT Adv., N. Y. moves to new offices at 655 Madison Ave. New Telephone is Templeton 8-9393.

GLADYS BLAIR, public relations staff J. Walter Thompson, Chicago, to Young & Rubicam, same city, to handle publicity on various accounts.

FRANK K. ESHERLICK Jr. to media department Lamb & Keen Adv., Phila.

G. JOSEPH ROACH to J. R. Pershall Adv., Chicago, as copy chief. He was with Tatham-Laird, same city.

BERNARD ANASTASIA to Campbell-Mithun, Chicago, as art director. He was with Ruthrauff & Ryan, same city.

RUSSELL T. KELLEY re-elected president of agency bearing his name at Hamilton, Ont. H. P. KELLEY elected executive vice president, and H. E. DENNISON vice president and general manager.

RAY B. GAGE, president C. B. Juneau Inc., L. A., elected to board of directors Los Angeles Better Business Bureau.

GRAHAM PATTERSON, chairman of board Advertising Federation of America, will discuss advertising as "weapon for freedom" in transcribed broadcast on *Americans, Speak Up* on 93 radio stations this week (July 29-Aug. 4), AFA announced last week.

Central Ohioans Like to Wine and Dine..

$75 MILLION WORTH*

Central Ohioans ordered $75,099,000 worth of drinks and meals last year in restaurants and taverns. Why not make your mealtime beverage the "most asked for?" You can with WBNS, for Central Ohioans like to listen to this CBS outlet. They stay tuned because WBNS carries all 20 top-rated programs, day-and-night. (Winter-Spring Hooperatings). You also get more listeners than any other local station at a lower cost per listener. Write for rates and availabilities or contact your John Blair Representative.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS PLUS WELD-FM Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

* Source: Latest SRDS Consumer Markets

JACKRABBITS....

Maybe

But what a lot of

LETTUCE

they've got:

MARKET	Population Rank	Hardware, Plumbing, Heating—1948 Wholesale Sales*
AMARILLO	162	$14,284,000
ROCHESTER	35	14,242,000
FORT WORTH	46	13,463,000
DAYTON	37	11,723,000
WICHITA	85	9,273,000
SAN ANTONIO	33	8,891,000
TULSA	77	6,612,000

*Figures From Printers' Ink, May 25, 1951

Where there's money, there's a market!... And KGNC is the only medium that reaches and delivers the green-backed Amarillo market!

P. S. The AMARILLO WHOLESALE MARKET is the largest non-TV market in Texas, New Mexico and Oklahoma.

kgnc

AMARILLO TEXAS

Represented Nationally by the O. L. Taylor Company

new business

Spot . . .

WILSON & Co., Chicago, for Ideal dog food, using six spots weekly on six New England stations for period of several months. Agency: Ewell and Thurber, Chicago. TV spots are being used also.

AMERICAN SNUFF CO., Memphis, to sponsor *Old American Barn Dance*, TV film package owned by **Kling Studios, United Broadcasting**, Chicago, in nine southeast markets. Schedules will start in September for 13-weeks, half-hour series. Agency: Simon & Gwynn, Memphis.

CANADIAN NATIONAL EXHIBITION, Toronto (annual fair) using spot announcement campaign on many Canadian and border United States stations for annual fall fair Aug. 24-Sept. 8. Agency: Cockfield, Brown & Co., Toronto.

Network . . .

PHOENIX TABLE MAT Co., Chicago (stove mats) planning to use color television spots on CBS. Color TV advertising will supplement company's present advertising program in other media. Agency: Bozell & Jacobs, Chicago.

TONI Co., Chicago renews 8-8:30 p.m. segment of *Arthur Godfrey and His Friends, Wed.*, on CBS, starting Sept. 27 for 52 weeks.

J. A. FOLGER & Co., S. F. (coffee, tea) August 7 renews for 52 weeks Frank Hemingway newscasts on full Don Lee Network (45 stations), Arizona Network and 22 Mutual Intermountain Group stations Mon.-Sat., 7-7:15 a.m.; 4:15-4:30 p.m. (PDST). Firm sponsors twice daily newscasts on alternating basis with White King Soap Co., L. A. Agency for both: Raymond R. Morgan Co., Hollywood.

PEARSON PHARMACAL CO., N. Y. (Ennds chlorophyl tablets), sponsoring *Hollywood Opening Night* film series on 45 CBS-TV stations, Fri., 10:30-11 p.m. Agency: Harry B. Cohen, N. Y.

GENERAL MILLS renewing *Lone Ranger*, Thur., 7:30-8 p.m., on 36 ABC-TV stations, effective Oct. 13. Agency: Dancer-Fitzgerald-Sample, N. Y.

Agency Appointments . . .

AMERICAN CHICLE Co., Long Island City, N. Y. (Dentyne, Chiclets and Beeman's chewing gum) appoints Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle advertising. Former agency for firm was Badger and Browning & Hersey Inc., N. Y.

TUWILL CHEMICAL Co., L. A. appoints A. W. Evans Co., same city, to handle advertising of Knoba Car Shampoo. Radio and TV will be used.

BY-CHEMICAL PRODUCTS Co., S. F. and King City, Calif., maker of Sur-Grip Waxes and Thompson's Water Seal, appoints Wyckoff Advertising Agency, S. F. to handle advertising. Television will be used.

VITALIFE Co., Iowa manufacturer of vitamins, appoints Richard N. Meltzer Adv. Inc., S. F. to handle national advertising. Radio will be used in initial campaign in South and Southeast.

SPARTON RADIO & TELEVISION Co., Chicago (receiver sets) has appointed Kent Goodman Adv. L. A., to handle advertising in Southern California. Company starts sponsoring Sunday half-hour tape-recorded *Private Party* on KECA Los Angeles. Other California stations may be added.

DREWRY's Ltd., South Bend, Ind., names MacFarland-Aveyard, Chicago, to handle its advertising for beer and ale effective Aug. 1. Agency Vice President **David W. Stotter** is account executive. Radio and TV will be used in five-state regional distribution area, Illinois, Indiana, Ohio, Michigan and Wisconsin. Firm just bought Atlas Brewing Co. and Schoenhofen Edelweiss Co., both Chicago, for which Olian Advertising, same city, is agency.

REO MOTORS, Lansing, Mich., names William Hart Adler, Chicago, to handle advertising for its truck division. Agency now has lawn mower portion of account. Radio and television are expected to be used cooperatively with local branches.

DOUBLE SELLING DOUBLES VALUE!

Big double outdoor advertising sign on one of Knoxville's most heavily traveled streets—another unique promotion aid used by WNOX to sell itself, its programs and its advertisers.**

AND LISTENERS IN THE VAST WNOXVILLE MARKET ARE DOING JUST THIS—ENJOYING THEMSELVES MORE THAN EVER BY LISTENING MORE THAN EVER TO THIS GREAT SCRIPPS-HOWARD RADIO STATION.

WNOX IS A BETTER BUY TODAY THAN EVER AND IS GETTING BETTER-ALL THE TIME WITH

- ★ **MORE LISTENERS THAN EVER—** (Knoxville Sets-in-use at all-time high—*no television competition*)
- ★ **BETTER SERVICE AND PROGRAMS THAN EVER—** (More for your money in every way)
- ★ **HIGHER HOOPERS THAN EVER—** (Among the highest in the country)
- ★ **BIGGER MARKET THAN EVER—** (WNOXVILLE area is booming)
- ★ **MORE ADVERTISERS THAN EVER—** (With many waiting for vacancies)

WNOX

CBS - 10,000 WATTS - 990KC - KNOXVILLE, TENN.

SCRIPPS-HOWARD RADIO, INC.

Representatives: THE BRANHAM COMPANY

****Others are movie trailers in all leading theaters, many outdoor advertising signs strategically located, bus cards on both sides of busses, taxicab cards, window displays on busiest street in town, big posters on express company trucks, letters to dealers, a monthly mailing piece to hundreds of grocers and druggists, courtesy announcements plugging programs, and anything else it takes to sell—to get listeners—and *keep* them.**

NEW TIME for these WASHINGTON favorites

BILL HERSON

By popular demand Bill's morning show is now heard Monday through Friday 6:00 to 10:00 A.M. . . . Saturdays till 9:00

GENE ARCHER

Gene Archer and the Cliff Quartette with Gene's songs and easy chatter in a full hour feature each noon-time 12:15-1:15 PM

NANCY OSGOOD

Now heard in her regular half hour at 1:15 each weekday afternoon. This is a great combination with Gene Archer.

FIRST in WASHINGTON

WRC

NBC

980 Watts • 980 KC

NBC SPOT SALES

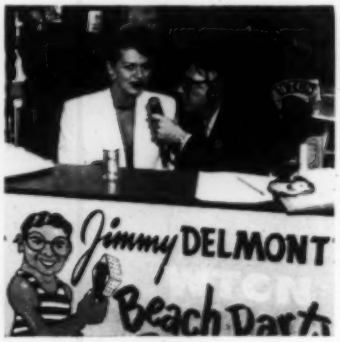
feature of the week

BUILT to order for the summer months is Jimmy Delmont's Saturday afternoon *Beach Party* which is aired weekly over WTCN-AM-FM Minneapolis-St. Paul.

The show rotates among three of the areas' most heavily-populated beaches. WTCN has set up a beach umbrella, beach chairs, a special stand, turntables and other broadcast equipment.

Always Busy

In addition to spinning records, Mr. Delmont interviews celebrities, holds suntan contests, beauty contests, fashion shows and has giveaways and commercial messages. Sponsors are Palm Beach Cosmetics and Anthonie's Apparel Shop.



Movie Star Janis Paige is interviewed by Mr. Delmont at one of his shore-side shows.

strictly business

SELLING beer is seasonal, of course, and as subject to the fluctuations in public taste as ice cream, but this fact has not slowed the advertising pulse of Edward Wade, general sales manager of the Christian Heurich Brewing Co. of Washington, D. C.

Actually, Mr. Wade thinks so well of radio and television that he would not be disinclined to buy time the year around were it not for this seasonal flux—"if it sold our beer," he says.

As a two-score veteran of the agency field, Mr. Wade made the shift to advertiser two years ago and has had little cause for regret. In that time he has been instrumental in jumping Christian Heurich (Old Georgetown, Senate beer, Champeer) to the second-ranking sales spot among breweries in the District of Columbia. Mr. Wade also handles advertising, including radio-TV time purchases.

The sales rise of Heurich and public acceptance of Old Georgetown, through radio-TV sponsorship of selected Washington Senators baseball games and heavy spots, is another story. Suffice to say here that Mr. Wade has had a substantial part in the company's mushrooming success.

Mr. Wade, himself, would be less likely to dismiss the subject, for the success of Heurich is the very wellspring of his philosophy on radio and television. And it was always thus, even when he headed his own advertising firm.

Ed Wade was born in Giles County, Tenn., in 1898. He attended Webb School and later Vanderbilt U. His first venture in 1917 in the business world took him to N. W. Ayer & Son, Philadelphia,

Mr. WADE

* * *

as an office boy. Like any other ambitious student, young Ed set his sights higher. With hard work, he eventually became executive for the agency on such accounts as Kellogg, General Foods, and Wilson Packing Co.

In 1928 Mr. Wade founded his own advertising agency, the United States Advertising Co., in Toledo, Ohio, which he headed for the next dozen years.

Mr. Wade recalls that, even then, he was interested in radio. His agency handled a CBS network show on behalf of some 26 brewing firms under a multiple sponsorship contract, with provision for cut-ins by local dealers. The show, featuring Ted Husing, Connie Boswell and Richard Himber's orchestra, was carried around 1937. Mr. Wade claims this was the first time brew-

(Continued on page 74)

LET'S GET TO THE POINT—

IN TOLEDO AND Northwestern OHIO

WTOD

with

• Music
• News
• Sports

DELIVERS MORE LISTENERS PER DOLLAR AND WTOD GIVES A BONUS TOO

WITH PLANNED PROMOTION AND MERCHANDISING FOR SPONSORS

WTOD

TOLEDO, OHIO
Edward Lamb
President

HEADLEY-REED CO.
National Representatives

Closely affiliated with
WICU Erie, Penna.
and
WTVN-TV Columbus, Ohio

KRNT DES MOINES

ONE OF AMERICA'S *BIGGEST* ADVERTISING BARGAINS!

152% MORE LISTENERS THAN 5 YEARS AGO; RATES PRACTICALLY UNCHANGED!

In 1945, Des Moines had only 3 stations. Today, it has 6 radio stations and television service from Ames, 30 miles north. In the past 5 years, the increase in the use of radio by set owners in the Des Moines area is phenomenal! The average gain is 56.6%. And, there are more people to listen. In Des Moines' Polk County, for instance, 14.9% more people live in 24.6% more homes than they did 10 years ago.

Today, an average of 152.4% more people listen to KRNT than 5 years ago! A moment's study of the chart below will convince you that KRNT offers one of the greatest advertising bargains in America. Audiences have doubled and re-doubled, while rates remain practically the same as in 1945. By every standard of comparison, KRNT is one of the great stations in the nation. We're big and growing bigger in a big market . . . FAST! Even before joining CBS June 15th, KRNT led the Des Moines Hooperade morning, afternoon and evening. Now, more than ever, you're right when you buy KRNT-CBS!

TIME PERIOD	Percent Tune-In All Stations 1945*	1950**	Percent Tune-In Gain All Stations	KRNT Ratings 1945*	1950**	KRNT Percent Gain	KRNT Program Time Percent Cost Increase
7:15 a.m.	9.4%	17.8%	89.4%	5.5	12.6	129.1%	11.1%
8:00 a.m.	10.1	21.3	110.9	2.7	12.6	366.7	11.1
Noon	18.6	25.8	38.7	9.0	12.8	42.2	None
6:00 p.m.	22.3	28.7	28.7	5.5	14.3	160.0	None
10:00 p.m.	23.8	27.0	13.4	7.0	15.5	121.4	11.1
6:00-8:00 a.m. avg.	7.8	14.8	89.7	3.4	7.1	108.8	None
12:30-1:30 p.m. avg.	17.9	26.0	45.3	4.0	12.2	205.0	None
3:30-4:45 p.m. avg.	15.7	21.5	36.9	5.0	9.3	86.0	None

*Fall-Winter, 1945-46; **Fall-Winter, 1950-51, C. E. Hooper Audience Index.

BUY THAT

KNOW-HOW GO-NOW

STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS

CLIP AND FILE THIS AD UNDER "IOWA RADIO"

BUY THAT
Very highly Hooperated, Sales results premeditated, CBS affiliated Station in Des Moines!
KRNT
DES MOINES.
THE REGISTER AND TRIBUNE STATION

REPRESENTED BY THE KATZ AGENCY

The one and only...

Type TT-10AL/AH...and a
will deliver 100 kw (ERP

10-kw TV transmitter for VHF

RCA high-gain antenna... at the lowest cost per kilowatt

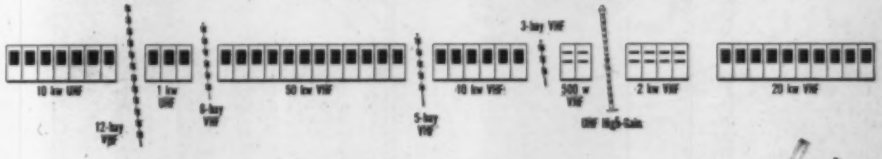
• This remarkable new 10-kw TV transmitter, and an RCA high-gain antenna (type TF-12AM), will provide up to 100 kilowatts of effective radiated power. More than twice the power of any commercial TV transmitter operating today—and AT SUBSTANTIALLY LOWER COST PER RADIATED KILOWATT than other transmitter-antenna combinations!

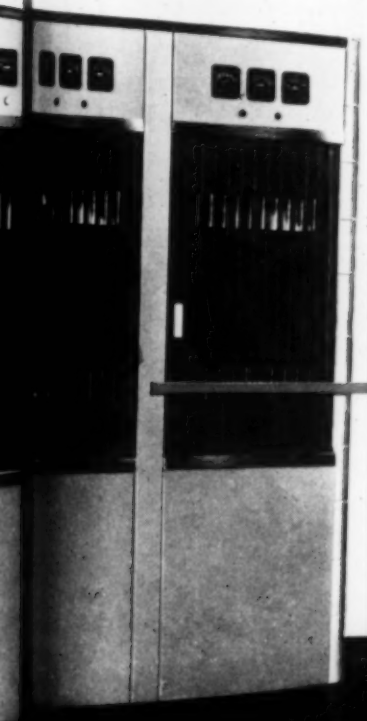
Using an improved type of air-cooled tetrode in the final power amplifier stages, this transmitter removes all former restrictions on interior cooling and floor-space requirements. No water supplies to bother about. No problem setting up the transmitter in tight quarters (it takes approximately half the floor area of previous 5-kilowatt models and weighs substantially less).

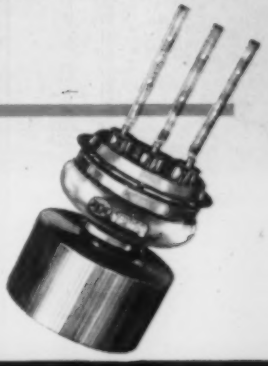
The new RCA 10-kw transmitter is available in two types. Type TT-10AL covers channels 2 to 6. Type TT-10AH covers channels 7 to 13.

For complete information on this new 10-kw...call in your RCA Broadcast Specialist. He can show you what you'll need to get "on the air"—with the power you want—at lowest possible cost. Phone him. Or write Dept. S-E18, RCA Engineering Products, Camden, New Jersey.

FOR ANY TV POWER UP TO 200 KW—GO RCA!



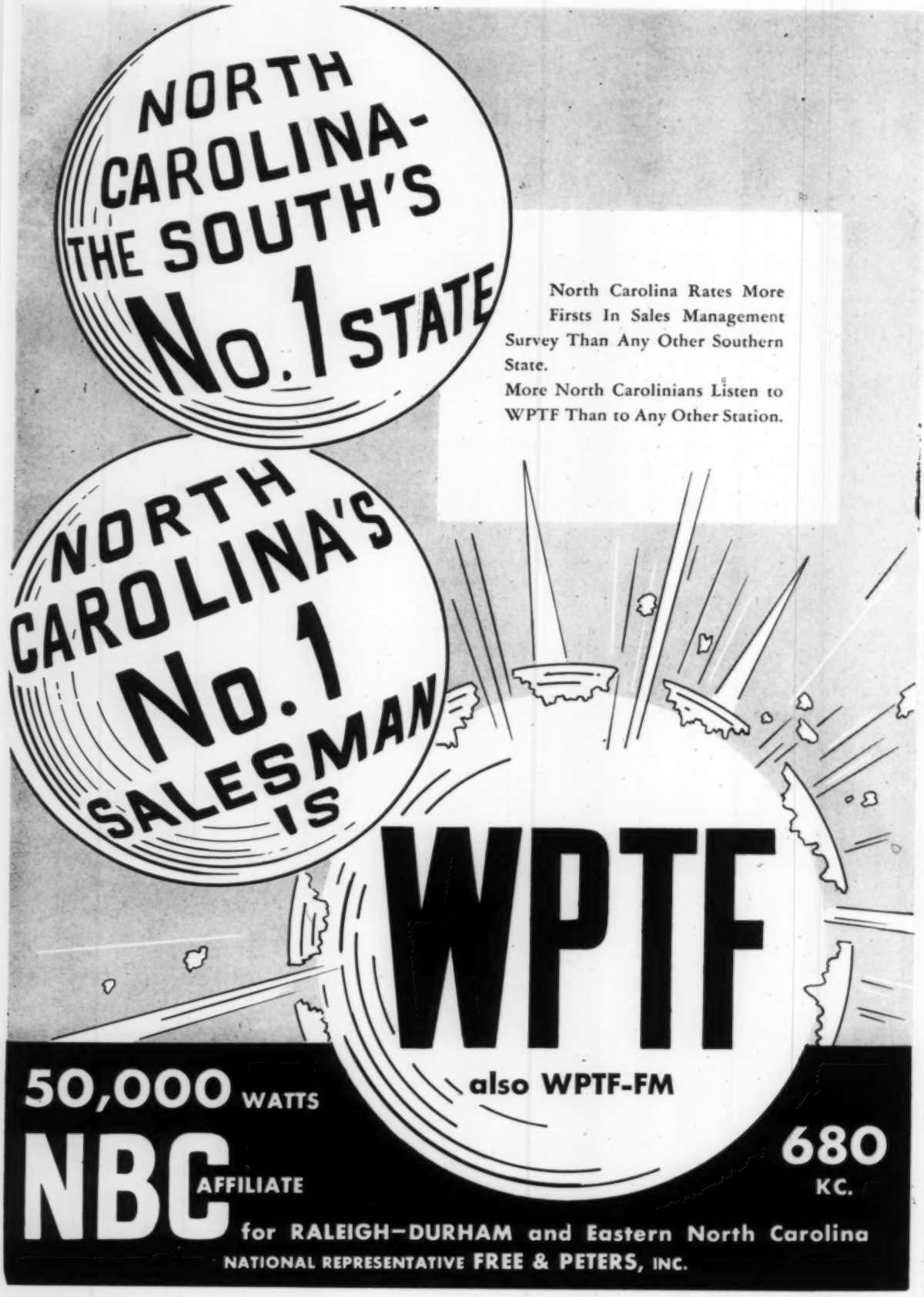




The Key to High Power and Low Cost

Improved RCA Air-Cooled tetrode—used in the aural and visual finals. Proved for long life, easy to handle.

RCA **RADIO CORPORATION of AMERICA**
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.


NORTH CAROLINA-
THE SOUTH'S
No. 1 STATE
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.
More North Carolinians Listen to WPTF Than to Any Other Station.
NORTH CAROLINA'S
No. 1
SALESMAN
IS
WPTF
also WPTF-FM
50,000 WATTS
NBC AFFILIATE
680 KC.
for RALEIGH–DURHAM and Eastern North Carolina
NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING
TELECASTING

Vol. 41, No. 5 WASHINGTON, D. C., JULY 30, 1951 $7.00 A YEAR—25c A COPY

CRACK IN THE ICE

TV Stations May Get Power Boosts

By LARRY CHRISTOPHER

PROSPECTS that 40 to 50 existing TV stations may be able to expand their coverage areas within the next few weeks—bringing new service to uncounted TV-hungry communities now getting at best only "fringe" reception—appeared last week as FCC cracked its three-year old freeze and announced it would consider on a case-to-case basis requests for "temporary" power boosts.

The impact on set sales, advertising and other media was undetermined at week's end. So was the reaction of those broadcasters and communities who may be on the receiving end, and—equally important—those who must continue to wait out the final thaw.

Those stations now operating their transmitters at less than rated power would be allowed to seek special temporary authority to increase power to full rated value—500 w for community stations, 5 kw for metropolitan and rural outlets. Effective radiated powers could soar, depending on antenna effectiveness.

Some stations now operating their transmitters at full power, but with low antennas, may be allowed through regular modifications of construction permit to remove to a new site with higher antenna (but with lower power to give equal coverage under present "freeze" policy) and then to apply for special temporary authority to boost power to full rated value.

Prompt Boosts Possible

In many cases station operators eligible to boost power will have only to twist a few dials and retune their transmitters, FCC officials predicted. In a few cases some transmission line or antenna changes might be required. Several stations would need new transmitters.

Thus, it was indicated, most changeovers to higher power may be possible quickly, provided FCC expedites authorizations, requests for which were filed immediately and others were being prepared for prompt filing at the end of the week. A few hopefuls envisioned Commission action on their request as early as this week.

The long-awaited break in the three-year deadlock came as part of the Commission's all-out effort to push aside the last road blocks to full lifting of the freeze and drive for the ultimate establishment of a nationwide system of some 2,000 stations in 1,200 communities.

In these actions FCC last week also:

● Adopted as final its proposed shortcut "paper" procedure in lieu of the lengthy oral hearing on city-by-city allocation proposals, cancelling the oral hearing scheduled to begin today (Monday).

● Indicated it will issue a separate report later on its proposal to lift the freeze with respect to new stations in the U. S. territories.

● Declined to finalize now Appendices A and B (allocation principles and technical standards) proposed in revised allocation plan issued in late March [BROADCASTING • TELECASTING, March 26, et seq.], because of interrelation with Appendices C and D (specific city-by-city and border allocations).

● Directed that the paper presentations will follow the geographical listing of appearances issued fortnight ago for the oral hearing [BROADCASTING • TELECASTING, July 23], but with the groups combined and using staggered deadline dates. First filing deadline, for DuMont and oppositions thereto, is Aug. 27. Final pleading of last group is due Nov. 26.

● Ordered that parties who earlier filed comments and oppositions to Appendices C and D may support their views with additional sworn statements and exhibits or may adopt their earlier comments and oppositions, in whole or in part, as complete presentations through proper verification. Data not sworn to will not be considered, FCC warned.

● Specified that on FCC's own motion or request of parties oral hearing will be held where necessary under certain conditions, including both direct evidence and cross examination.

● Scheduled staggered deadlines for paper presentations on three-part, five-week basis, i.e. Groups A through F must file

(Continued on page 46)

S.R.O. ON NBC-TV

Some AM Seats Left

WITH the surprise acquisition of Chesterfield as a sponsor of a new Bob Hope show, NBC-TV last week was by way of readying a standing-room-only sign for advertisers seeking a ticket to television.

A flurry of new business was reported by the network's television salesmen. Its radio business was even-steven, with two commercial shows gained and two lost.

NBC radio gained the *Philip Morris Playhouse*, (Tuesday, 10:30-11 p.m.), a transfer from CBS, and a Procter & Gamble contract for *Lorenzo Jones* (Monday through Friday, 5:30-5:45 p.m.).

But Bristol-Myers decided to switch its *Mr. District Attorney* and *Break the Bank* from NBC to ABC, a loss to NBC of two long-time radio features. The sponsor may also start a TV version of *Mr. D. A.* on ABC-TV.

In television, NBC is now sold solidly from 7 p.m. to midnight Monday-Friday, and for all time periods on Saturday and Sunday. From 3 to 6 p.m. daytime it is 90% sold, and the network expects to be sold out completely on the 11 a.m. to 12:30 p.m. segment before the fall starts.

The addition of Chesterfield to the NBC-TV lineup shapes up as one of the most unexpected developments in the TV programming race. There was little previous intimation of it in the industry, and its occurrence represents a substantial conquest for the NBC-TV sales organization. The time being negotiated is Sunday, 7-7:30 p.m.

Besides the Chesterfield show, the Goodyear Rubber Co., New York, is all set to sponsor the alternate-week prime 9-10 p.m. Sunday period on the network which was thrown open when *Philco Playhouse* decided to go bi-weekly (every other week). Goodyear, which had been considering putting *Theatre Guild* in the open slot [BROADCASTING • TELECASTING, July 23], has decided to sponsor a dramatic show *Goodyear Playhouse*, instead. Young & Rubicam, New York, is the agency for Goodyear.

Peter Paul-Quaker Oats Show

The Peter Paul Candy Co., New York, has signed to sponsor the *Gabby Hayes Show* (5-5:15) one day a week, Thursday, in conjunction with Quaker Oats, which already is underwriting the bearded westerner two days out of the five.

Kellogg Co. has signed to sponsor the *All Star Revue* when the program returns to the screen on Sept. 3 (Saturday, 8-9 p.m.). Kellogg, however, has cancelled its *Victor Borge Show* which was on the network last season. In addition, the advertiser has transferred a part of its billing, said to be in the neighborhood of $2 million (Kellogg's corn flakes), from Kenyon & Eckhardt, New York, to Leo Burnett, Chicago. Decision as to which agency will supervise the network show has not been reached.

Other two advertisers to share sponsorship of the *All Star Revue* are Snow Crop Marketers, which has withdrawn its experiment with daytime-non-network programming to return to NBC-TV and a nighttime show [BROADCASTING • TELECASTING, July 23], and Pet Milk, which was one of the sponsors of the show last season when it was in the Wednesday 8-9 p.m. period and called *4 Star Revue*.

The following hour and a half Saturday nights is booked solid by the following advertisers: 9-9:30 p.m., SOS, Scotch tape and Benrus watches; 9:30-10 p.m., and on alternate weeks the 10-10:30 p.m. portion is sold to Lehn & Fink (Lysol and Hind's Honey & Almond cream) and Eversharp Inc. (razor blades).

The *Kate Smith Hour*, which takes over the Wednesday 8-9 p.m. segment already is underwritten by Norge Refrigerator (which had shared sponsorship of the *4 Star Revue* last season in that time period) and Congoleum carpets.

The Kate Smith daytime show has added a new sponsor, Gerber's baby food, quarter-hour on Wednesday starting Sept. 12, through Federal Advertising Agency.

Present Station Statistics, page 54
"Paper" Hearing Procedure, page 47

RCA INCOME

Net Up; Profits Down

RCA and its subsidiaries did the biggest business in their history in the first six months of 1951, but because of increased taxes and operating costs, their profits were off 25% from the first half of 1950.

According to an announcement by Frank M. Folsom, RCA president, the company and its subsidiaries attained $302,333,000 sales of products and services in the first half of this year, a 21% increase over the $248,784,000 sales in the corresponding period of 1950.

Earnings Down 8%

Earnings before federal income taxes were $32,311,000, a decrease of 8% below the $35,102,000 earned in the first half of 1950. Net earnings after taxes were $15,703,000 this year, a 25% drop from the $20,962,000 net for the first half of 1950.

Operating costs jumped from $213,682,715 in the first half of 1950 to $270,021,572 in the first half of this year. And federal income taxes rose from $14,140,000 in the first half of 1950 to $16,608,000 in the first half of 1951.

After payment of $1,576,442 in preferred dividends, net profit applicable to common stock for the first six months of 1951 were $1.02 per share, compared with $1.40 in the same period last year.

BIOW APPOINTS

Three to Radio, TV Posts

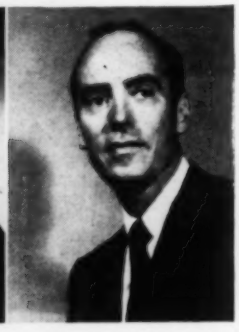
BIOW Co., New York, last week appointed Roy Winsor and Roland Gillett as director and co-director, respectively, of the television and radio department, and named Robert McNell as coordinator of the department.

Mr. Winsor joined the agency in October 1950 and was formerly with Dancer - Fitzgerald - Sample. Mr. Gillett became associated with the firm in April of this year and before that was vice president in charge of television at Young & Rubicam. Mr. McNell was formerly with Duane Jones Co.

* * *

Mr. Winsor

Mr. Gillett



Mr. McNell

Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . Mr. Jones, remember that ad you ran for a combination man?"

COHEN ADDS

Nussbaum Radio-TV Dir.

THE Harry B. Cohen Adv. Co., New York, this week is expanding its offices and adding 14 members to its staff, which will now include a radio and TV director. The expansion is due to the recent addition of the more than $1 million in billings of the Lydia Pinkham account, effective Aug. 1.

Col. Nussbaum

Col. Howard Nussbaum has been named radio and TV director. He is resigning his present post as special assistant to W. Stuart Symington of the Reconstruction Finance Corp. but will continue in his advisory capacity to the Secretary of Defense in matters relating to the North Atlantic Security Pact.

Prior to the war, Col. Nussbaum was a TV producer-director for NBC. Before that he was an associate-producer with Warner Bros. in Hollywood.

Willard Downes, of J. C. Martin Commercial Art Studio, joins the agency's art department. June Cerf, Biow Co., New York, has been added to the copy staff, and Stuart B. Smith, vice president of Young & Rubicam, Canada, joins the agency as an account executive.

The agency's field merchandising department has added John Mack, formerly with the Glass Container Institute.

Other agency staff additions in the creative and clerical departments represent a doubling of the staff within the last year.

To house the additional personnel, the agency has taken a floor at 29 West 57th St., where the accounting and space and timebuying departments will be located. The executive offices and the creative and production departments will remain at 1 East 57th St.

KELLOGG SWITCH

Burnett for $3 million Account

LEO BURNETT Agency, Chicago, snagged another estimated $3 million yearly billings last week as the Kellogg Co., Battle Creek, Mich., assigned it the Corn Flakes account. This is the sixth Kellogg product to be assigned to the Chicago agency, and is the largest of any of the company's lines. Corn Flakes spends an estimated $3 million on advertising each year, and was handled previously by Kenyon & Eckhardt, New York.

Burnett also handles advertising for Rice Crispies, Corn Soya, Corn Pops and Gold Medal Macaroni and Spaghetti. The last two products are manufactured by the Northern Illinois Cereal Co., which Kellogg bought about a year ago.

The effective date of the Corn Flakes transfer is reported to be Sept. 1. James E. Weber, vice president of Burnett, is account supervisor and executive on all Kellogg products. His assistant, Howard H. Bede, works primarily on Corn Pops, the macaroni and spaghetti.

Burnett Agency, a major buyer of broadcast media for its clients, reportedly bills between $12 and $15 million yearly in radio and TV.

'LIFE' AD FIGURES

List Radio, TV Networks Hig

FIVE broadcasting organizations —three radio networks and tw television networks—are include in the 10 top-ranking national a vertising media during the fir half of 1951, according to a ful page newspaper advertisement last Wednesday's *New York Hera Tribune*. Ad was placed by *Li* magazine, which led the list wit $43,089,969 spent for space by a vertisers during the January-Jun period.

CBS-Radio ranked second wit gross advertising revenue of $39 285,216 for the first six months this year. *Saturday Evening Po* was third ($34,121,636), NBC Radio fourth ($30,000,036), NBC TV fifth ($26,739,532), ABC-Radi sixth ($17,344,512), CBS-T seventh ($17,069,328); *Time* maga zine eighth ($14,229,834), *Ladie Home Journal* ninth ($11,484,173 and *Better Homes & Gardens* tenth ($11,413,731).

Figures were credited to Pub lishers Information Bureau, whic keeps records of gross expenditure of advertisers for radio and T time and magazine space. Ad als reported the second 10 nationa media as follows:

This Week ($10,911,380); *Lo* ($9,743,833), *Collier's* ($9,197,871 MBS-Radio ($8,859,908), ABC-TV ($8 228,700), *Good Housekeeping* ($7,90 187), *American Weekly* ($7,182,895 *Woman's Home Companion* ($6,218 319), *Newsweek* ($5,971,709), *McCall* ($5,476,607).

S & S NAMED

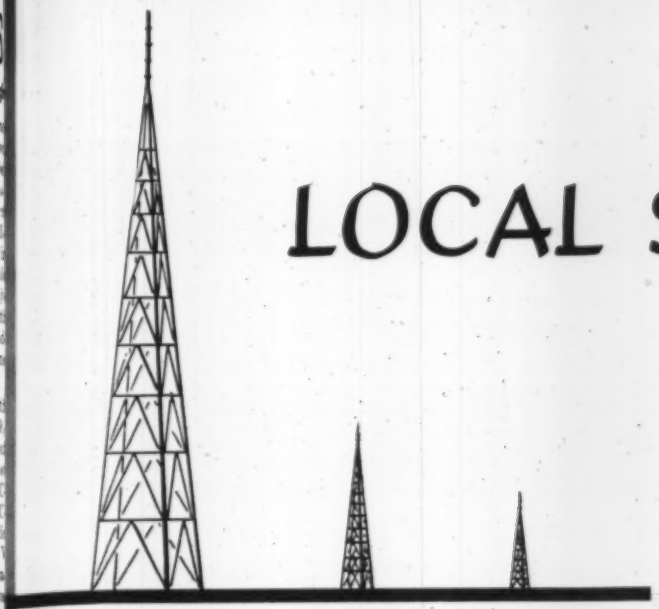
By American Vitamin Assoc

AMERICAN Vitamin Assoc., Holly wood (Thyavals, Orvita, Ormul 621), with radio-television billin of around $5 million, has appointe Schwimmer & Scott Inc., Chicag to handle advertising effective Aug 1.

Simultaneously with the shift The Counselors, Hollywood agency which has been servicing account consolidates with Schwimmer Scott. Frank J. Miller, presiden of the Hollywood agency, become executive vice president of S&S with West Coast offices establishe at 6381 Hollywood Blvd. Ken Ba ton, assistant to George S. John ston, president of AVA, become West Coast manager of the agency

Walter (Bud) Lewis, AVA pro motion director, and Jerry Hil account executive of The Counse lors, also join S&S Hollywood staff R. C. Atchison continues as adver tising manager of AVA. R. J Scott, president, Schwimmer Scott, is in Hollywood today (Mon day) to check on the agency's setu and to confer with AVA executive on fall plans.

Schwimmer & Scott serviced th AVA account for The Counselors i midwest prior to the consolidation



LOCAL SPOT:

UP 14.1% IN YEAR

UP on 69.7% of all stations | **Unchanged on 19.7% of all stations** | **Down on 10.7% of all stations**

LOCAL SPOT RADIO sales volume is hitting a new high for the average station in all classes of markets this year.

Participations in news, disc jockey, cooking, fashion and countless other shows are booming. Station breaks and adjacencies are selling like crazy to local sponsors in both television and non-television communities.

On an average, local spot radio sales volume for all stations in all classes of markets was up 14.1% this May over May a year ago.

Nearly 70% of all stations showed an increase in local announcements to put that time classification in the lead over longer programs in the generally bright local business classification.

The average increase in local radio spot was 18.3% for the 69.6% of all stations which reported a gain. The 10.7% of all stations reporting a loss showed an average decline of 13%. Local spot announcements were reported unchanged by 19.7% of all stations.

Figures on local selling were revealed by a TRENDS survey by BROADCASTING • TELECASTING. The continuing study questioned a scientifically selected cross-section of radio station executives.

Increases in the local time sales classification of as much as 100% were reported by individual stations. Most station executives, however, reported increases which were very close to the national average gain of 14.1%.

Small Markets Increase

Local spot announcement sales increased slightly more in small markets (under 100,000 within trading area) than in large markets with 73% of stations in the former reporting gains as compared with 70% in the latter classification (see Table I). Decreases were reported by only 6% of small market stations compared to 14% in more thickly populated areas.

Gains in non-television markets were reported by 78.7% of all stations (see Table II) as compared with 58.8% in television areas. Markets with television showed 23.5% of stations declining in spot announcement sales while only 2.1% reported drops in non-TV areas.

Further study of the general local business time segment sales shows quarter hour programs up substantially in the May 1951 report over May 1950. An increase in large markets was reported by 43% of all stations, (see Table III) while 39% of small market stations reported business up.

Large market stations showing a decrease was heavier, too, with 26% down in this classification compared with only 11% in small markets.

The general trend toward more business in non-TV markets was borne out in the quarter hour time segment with 53.1% of stations showing more business (see Table IV) and 41.2% in TV areas. Fewer quarter hour local programs were sold by 29.4% of stations in TV markets compared with 12.2% so reporting in non-television cities.

While local business in the longer-than-quarter-hour classification did not show the gains of shorter time periods, 28% of stations in small markets (see Table V) were up and 24% in larger markets. Twelve per cent of large market stations were off in this classification and 5% in small markets.

Television area stations reporting on longer-than-quarter-hour programs were up on 13.6% of stations (see Table VI) and down on 22.7%. This was the only report in the entire local time segment study which showed more decreases is sales than increases. Non-tele-

(Continued on page 48)

Table I

Comparative change in local spot sales on all types of stations from May 1950 to May 1951 in Large (over 100,000) and Small markets.

	Large Markets	Small Markets
Up	70%	73%
Down	14%	6%
Same	16%	21%
	100%	100%

Table II

Comparative change in local spot sales on all types of stations from May 1950 to May 1951 in television and non-television markets.

	TV Markets	Non-TV Markets
Up	58.8%	78.7%
Down	23.5%	2.1%
Same	17.7%	19.2%
	100%	100%

Table III

Comparative change in 15 minute sponsored programs on all types of stations from May 1950 to May 1951 in Large (over 100,000) and Small markets.

	Large Markets	Small Markets
Up	43%	39%
Down	26%	11%
Same	31%	50%
	100%	100%

Table IV

Comparative change in sponsored Quarter Hour programs on all types of stations from May 1950 to May 1951 in television and non-television markets.

	TV Markets	Non-TV Markets
Up	41.2%	53.1%
Down	29.4%	12.2%
Same	29.4%	34.7%
	100%	100%

Table V

Comparative change in sponsored programs longer than a quarter hour on all types of stations from May 1950 to May 1951 in Large (over 100,000) and Small markets.

	Large Markets	Small Markets
Up	24%	28%
Down	12%	5%
Same	64%	67%
	100%	100%

Table VI

Comparative change in sponsored programs longer than 15 minutes on all types of stations from May 1950 to May 1951 in television and non-television markets.

	TV Markets	Non-TV Markets
Up	13.6%	34.3%
Down	22.7%	2.9%
Same	63.6%	62.8%
	100%	100%

CONSTRUCTION BIDS

NPA Okays Alterations

TANGIBLE evidence that the government is prepared to go along with broadcasters' requests for authorization to alter their present facilities, if new construction does not involve a heavy drain on critical materials, was seen last week.

While industry authorities were quick to discount the possibility of any pattern on building grants, they were visibly heartened by a series of actions in which the National Production Authority approved applications from a dozen radio and at least two TV broadcasters.

NPA authorities said the grants were allowed on the basis that:

● **Most of the cases involved elements of "hardship" where applicants already have arranged for go-ahead on construction or where construction entailed simple alterations or remodeling procedure.**

● **Only small quantities of scarce materials (like steel) would be required.**

● **FCC already had issued construction permits or licenses for new stations.**

NPA authorities also pointed out that most of the grants were issued to small broadcasters and that, once FCC had issued CP or license, broadcasters were obliged by FCC Rules & Regulations to commence building within a specified time limit, viz., two months at the outset with provision for an additional six months.

Approval of FCC Actions

The apparent willingness of NPA to predicate approval on actions taken by the Commission was indicated last May when NPA issued its new regulation requiring broadcasters to obtain specific authority before commencing construction [BROADCASTING ● TELECASTING, May 21, 14]. Since then, NPA has been conferring with FCC staff members and NARTB.

At that time it also was speculated that FCC would find it necessary to adopt new standards with respect to policy toward future AM-FM-TV grants, cases in hearing, etc. This policy never materialized, however, and the Commission has proceeded on a status quo basis, maintaining NPA liaison, chiefly at the engineering staff level.

FCC Chairman Wayne Coy indicated in the past fortnight that he felt NPA could be induced to authorize construction for new television stations in the event FCC lifts the TV freeze. He pointed out that some TV applicants already have acquired transmitters and built towers, and noted that industry has embarked on single-antenna projects involving a number of stations [BROADCASTING ● TELECASTING, July 23].

Looking at the recent NPA grants—there were no denials—industry authorities cited the variety of projects which won government approval. They observed, however, that thus far NPA has not approved a commercial broadcast application for a new building to house existing facilities. Nor has there been an appreciable number of broadcast cases to signify a trend.

Early grants were issued for these projects:

(1) Offices, studios and transmitter; (2) transmitter buildings and radio towers; (3) alteration of a broadcasting building; (4) for a new broadcast station; (5) for a radio studio and building.

Among the AM outlets, permits were approved for commencement of construction for new stations, while others involved modification of existing buildings looking toward power increases. Initial television station in the group was WJAR-TV Providence, R. I. (The Outlet Co.), which had contracted for building materials before the May 3 effective date of the original order. Grant was approved for $54,455. Station will remodel its studios.

Newest TV station to receive NPA approval was WTOP-TV Washington, which plans to add 20 feet to its present studio space at 40th & Brandywine Sts. Estimated cost was $16,350. Application was granted July 13.

Another recent authorization included Carroll Broadcasting Co. (WLBB), Carrollton, Ga., a licensed AM outlet. Project was described as a "broadcasting station." Apparently the sum is earmarked for alterations, remodeling or new facilities. FCC records show no application for FM or TV, nor for change in transmitter site. Cost was estimated at $24,900.

Hornell Broadcasting Co. (WLEA), Hornell, N. Y., which has been granted a CP by the FCC was allowed to proceed with construction on a new station for $21,100. Carl H. Meyer (WCMY), Ottawa, Ill., was approved for $6,400 to set up a radio transmitter building, for which the licensee already has a CP.

NPA last Friday also was preparing to amend further its original construction order for commercial and other structures. Under the amended regulation, due early this week, permits will not be required in cases involving less than two tons of steel, 200 pounds of copper and 100 pounds of aluminum. Industry generally had sought a 25-lb. steel limitation.

The amendment will apply to radio and TV broadcasters. Additionally, a $5,000 exemption for so-called "hardship" cases, touching on an "Act of God," will be removed, it was learned. This has been allowed for reconstruction, repair and maintenance purposes within any 12-month period, and referred solely to construction costs.

NPA's Recent Grants

During the period from June 1 to July 12, NPA made the nine grants, with licensee, station, estimated cost and description of project shown as follows:

Royal Broadcasting Co. (WLOP), Lancaster, S. C.; new station; $7,500 for offices, studio and transmitter. Approved July 11.

Hawley Broadcasting Co. (WEEU), Reading, Pa.; existing station; $47,200; alteration of broadcasting building. Approved June 28 [BROADCASTING ● TELECASTING, July 9].

Mount Airy Broadcasting Inc. (WSYD), Mount Airy, N. C.; for new station; $7,850. Approved June 25.

Broadcasting Co. of the South (WIST), Charlotte, N. C.; new station; $12,000; for transmitter building. Approved June 26.

Marseco Broadcasting Corp. (WMSC), Columbia, S. C.; existing station; $7,101; for radio broadcasting facilities (to increase power). Approved June 26.

Sioux Falls Broadcast Assn. (KSOO), Sioux Falls, S. D.; existing station; $19,500; alteration of transmitter building (to increase power). Approved June 25.

WHBL Inc. (WHBL), Sheboygan, Wis.; existing station; $8,450; for alteration of transmitter building. Approved June 26.

Vegas Valley Broadcasting Co. (KORK), Las Vegas, Nev.; for new station; $21,000. Approved June 25.

Stanislaus Co. Broadcasters (KBOX), Modesto, Calif.; for new station; $27,000; radio studio building. Approved June 25.

State of Minnesota; public safety; $236,000; for 16 transmitter buildings and 16 radio towers. Approved June 12.

Among electronics manufacturers who filed applications for construction authorization were: General Electric Co. (granted for $2,133,000 and $42,114); Sylvania Electric Products (granted for $315,000); the Magnavox Co. (granted for $329,000).

Coy Vacation

FCC CHAIRMAN Wayne Coy was to leave Washington Saturday for two weeks' vacation, reportedly on Cape Cod. He is to be accompanied by Mrs. Coy. Commission earlier in the week broke the TV allocation deadlock with adoption of "paper" procedure to expedite overall lifting of the three-year TV freeze (see story this issue).

GODFREY ISSUE

'Stepping Out of Role,' Some Charge

ARTHUR GODFREY last week became a center of controversy over the propriety of his comments on price control and inflation.

After his return from a European visit to Gen. Dwight D. Eisenhower, Mr. Godfrey spoke up on several of his programs against relaxation of price controls and said that inflation in the U. S. was making the rearmament of Europe more costly.

Some newspapers which have opposed price controls and U. S. support of the North Atlantic Treaty Organization criticised Mr. Godfrey for stepping out of his role as an entertainer on the air.

One station owner, Richard F. Lewis, Jr., licensee of WINC Winchester, Va., an ABC affiliate, wrote a letter of protest to Frank Stanton, CBS president.

Mr. Lewis charged CBS with violating FCC regulations in "broadcasting Arthur Godfrey's propaganda line which seemed to this listener to be that it was the obligation of the United States of America to pay the world's bills and fight the world's wars."

CBS made no comment about receipt of the letter.

In Washington, Rep. Paul W. Shafer (R-Mich.) opined that "equal time should be afforded by the sponsors and the networks for presentation of views in rebuttal of those advanced by Lobbyist Godfrey."

The Congressman said "FCC should add to his enlightenment and that of his sponsors," for "when a professional radio and television entertainer steps out of character and assumes the role of political lobbyist, both he and his sponsors can expect a vigorous public protest.

"No one knows that better today than Mr. Arthur Godfrey, who is a sadder and should be a wiser man, since his excursion into politics bootlegged under the radio and TV billing of entertainment." Rep. Shafer's criticism was in a statement printed in last Monday's *Congressional Record*.

Acts As Moderator

Last Tuesday Mr. Godfrey presided as moderator of a special forum simulcast on CBS radio and television and featuring Price Administrator Michael V. DiSalle, Sen. Homer Capehart and Allan B. Kline, president of the Farm Bureau Federation.

The special program, according to Mr. Godfrey, was arranged at his request and was sustaining to avoid possible embarrassment of sponsors. Mr. Godfrey said that pressures had been brought to bear against some of his regular sponsors over his comments.

CBS denied reports that Mr. Godfrey had been cut off the air during one of his shows. A short technical failure at WTOP Washington interrupted him briefly, CBS said.

At week's end Mr. Godfrey began an eight-week vacation.

CBS SPLITS RADIO AND TV

Top Personnel Selected

Mr. Chester

Mr. Seward

Mr. Smith

Mr. Karol

Mr. Gottlieb

Mr. Hausman

Mr. Hayes

Mr. Jones

Mr. Falknor

Top row: CBS Radio

2 & 3 row: CBS Television

Mr. Sutton

Mr. Robinson

Mr. Becker

Mr. Katz

Mr. Golden

Mr. Cowden

Mr. Foster

ORGANIZATIONAL structures of CBS's new semi-autonomous radio and television divisions [BROADCASTING • TELECASTING, July 16] were announced by the network last Friday.

Extension of the network's radio and television divorcement to include the physical space occupied by the two units also was disclosed. "Plans are under way to house the new CBS radio division in its own contiguous quarters," the announcement said.

The new lineup of the CBS radio division, headed by Howard S. Meighan as president, will include Louis Hausman, James M. Seward, and J. Kelly Smith as administrative vice presidents and John J. Karol as vice president in charge of network sales.

The CBS television division, under President J. L. Van Volkenburg, contains three new vice presidents—David V. Sutton, in charge of sales; Merle S. Jones, in charge of Columbia-owned television stations, and I. S. Becker, in charge of business affairs.

The complete roster of officers and directors serving the CBS television division exclusively, as announced by President Van Volkenburg, is as follows (with former CBS titles in parentheses):

Hubbell Robinson Jr. (vice president in charge of network AM and TV programs) vice president and director of network programs;

Frank Falknor (vice president in charge of CBS program operations) vice president in charge of television operations;

Mr. Sutton (CBS-TV sales manager) vice president in charge of sales;

Mr. Jones (general manager of Columbia's KNX and KTSL (TV) Los Angeles and the Columbia Pacific Network) vice president in charge of Columbia-owned television stations;

Mr. Becker (CBS director of program operations) vice president in charge of business affairs;

Oscar Katz (director of research) director of research;

W. S. Harrison (of legal department) senior attorney;

William Golden (associate director of sales promotion and advertising) creative director, advertising and sales promotion;

John Cowden (general manager of CBS sales promotion and advertising) operations director, advertising and sales promotion;

Michael J. Foster (assistant director, CBS press information) director of press information.

The lineup in the CBS radio division was announced by President Meighan as follows (former CBS titles in parentheses):

Mr. Hausman (vice president in charge of sales promotion and advertising), Mr. Seward (vice president in charge of business affairs, network programs), and Mr. Smith (vice president in charge of station administration), all named administrative vice presidents;

Mr. Karol (CBS sales manager), vice president in charge of network sales;

Lester Gottlieb (director of CBS radio programs) director of network programs, reporting directly to President Meighan;

Edmund A. Chester (director of CBS news) director of news and public affairs, also reporting directly to Mr. Meighan;

Arthur Hull Hayes (vice president in charge of San Francisco office) title unchanged.

The following also were listed as officers of the CBS radio division, but it was further noted that they will also continue to serve both TV and radio units:

H. Leslie Atlass, vice president in charge of the central division;

Harry S. Ackerman, vice president in charge of programs, Hollywood;

H. V. Akerberg, vice president in charge of station relations;

William B. Lodge, vice president in charge of general engineering.

The appointments follow the CBS reorganization into six divisions: CBS radio, CBS television, CBS labs (under President Adrian Murphy); CBS-Columbia Inc. (set manufacturers, under President D. H. Cogan, who has been added to the CBS board); Columbia Records Inc. (under President James B. Conkling), and Hytron Radio & Electronics Corp. (under President Bruce Coffin).

Overall direction of the various divisions remains in the hands of CBS Board Chairman William S. Paley, President Frank Stanton, and Executive Vice President Joseph H. Ream.

Other changes learned last week were: E. Carlton Winckler, who has been serving as production manager of ABC-owned KECA-TV Hollywood, has been named general manager of CBS' Eastern Television Network. Ray Stone, CBS network sales service department, has been promoted to be assistant manager of CBS television network sales service department.

ABC-UPT MERGER

Voted by Stockholders

MERGER of ABC and United Paramount Theatres was approved by the stockholders of both corporations at coincidental stockholders' meetings Friday morning. Applications have been filed with the FCC for transfer of ABC's radio and television station licenses to a new company to be known as American Broadcasting-Paramount Theatres Inc., which will assume the assets and debts of both former organizations.

UPT stockholders will receive common stock in the new company on the basis of share for share. ABC stockholders will receive 36/100ths of a share of 5% preferred stock ($20 par value) and 15/38ths of a share of common stock for each share of ABC common. Transaction is estimated as a $25 million deal.

UPT stockholders approved the merger by a vote of 2,519,840 shares (77%) in favor, 23,890 (7/10 of 1%) against. ABC stockholders were equally enthusiastic, voting 80.5% for the deal and less than ¼ of 1% against it.

Edward J. Noble, ABC board chairman and controlling stockholder (57%), presided over the ABC meeting and told the assemblage of about 20 shareholders that ABC officials have "a great belief in this move that is being made."

"This," he said, "aligns us with people who've had experience in entertainment and in show business, and if we had a weakness it was in that field."

Teaming up with United Paramount, he said, will enable the network to make better progress than it could have made alone.

To a stockholder who said he had heard rumors of merger or sale negotiations and was told there was nothing to them, but then returned from a trip to find the UPT deal set, Mr. Nobel asserted that he had never been interested in a sale, only in a strengthening merger.

Stockholder Robert Darnhansoff, of New York, voiced concern that ABC stock is not selling at prices as high as he felt it should in view of the merger plan.

Mr. Noble said he knew of no explanation except that the deal, still needing FCC approval, is not yet final. Both he and ABC President Robert E. Kintner voiced confidence that FCC would act favorably.

Questioned about color television, Mr. Noble said he felt "two, three, four or five years" will pass before color "comes into its own," but that when the proper time comes ABC will be in a position to get into the field.

Speaking to UPT stockholders preceding the vote, Leonard H.

(Continued on page 75)

EDITORIALIZING

NO OTHER facet of radio programming will establish the local character of a station "as surely as sound and honest editorial policy," and a station has "not only the right but the responsibility to speak for its community."

That conviction was expressed by Robert K. Richards, NARTB public affairs director, in an address scheduled for delivery before the Carolinas Radio News Directors Assn. at Myrtle Beach, S. C., last Saturday.

Mr. Richards

Stressing the precept that "when it comes to news, there's no place like home," Mr. Richards asserted that news is a fundamental radio service which, "along with music, is most likely to survive and assure the strength of radio tomorrow in the face of competition." In fact, he added, news has never been a more important bulwark to station operation.

"Any sound news program should be directed toward the ultimate goal that your station will have the courage, the initiative and the good judgment not only to report the news but to comment on it," he pointed out.

Other Speakers

Mr. Richards suggested four elements to be incorporated into presentations submitted to station managers by news directors: (1) basic news contacts; (2) suggestions on how to cover them and estimated cost; (3) where such programming can be scheduled, and (4) what the sales department believes are revenue possibilities.

"Broadly speaking, the great untapped reservoir of the American radio newsman is right in his own hometown," Mr. Richards noted. We have neglected badly establishing enterprising local coverage."

Stressing the salability of news programs and their role in building prestige, the NARTB public affairs director cited the case of WAVZ New Haven, Conn., a 1 kw independent daytimer, which reported that its news policy is "paying off in audience and in mounting revenue."

WAVZ has a full-fledged newsroom and city editor and maintains a staff of six reporters who cover the city with tape recorders. Station carries four half-hour news programs daily, in addition to five-minute roundups on the half hour and headline summaries. Additionally, WAVZ editorializes, "as fairly as possible, giving the opposition opportunity to speak as well." Such a station, Mr. Richards observed, is "becoming truly the voice of its community."

Local Coverage

Mr. Richards urged newsmen to survey their local coverage and to set up at least 15 basic news sources, using the telephone to best advantage. Examination of the station's program schedule, estimates on local coverage and consultation with the sales department should follow. These are some of the elements of a presentation for expanded news operation.

"Radio as a news medium possesses the potentiality of greatness in its own right. That potentiality will be realized throughout America when every station is devoting a large part of its attention to the affairs of its community," Mr. Richards stated. He called on directors to make "intelligent presentations" to station managers. Dr. Kenneth H. Baker, NAB research director, is conducting a survey among broadcasters to determine the dimensions, methods and organization of station news rooms. With that data available directors will be assured of NAB cooperation in helping them attain some of their goals, Mr. Richards said.

Richards Stresses Value

WOAI TO BAB

Membership Total Now 875

BAB officials announced last Thursday that WOAI San Antonio had joined the bureau with a declaration of confidence in its promotion of radio as a selling medium, bringing total BAB membership to 875 stations.

With a check for a year's dues, spokesman said. WOAI General Manager Arden X. Pangborn sent a letter expressing "admiration" for "the determined way in which you and your staff have turned to the task of defending and promoting radio."

BAB president William B. Ryan said the BAB task "never looked bigger than it does now," but that "the prospects of accomplishing it never looked brighter, either." He predicted that "before long BAB will have in membership every responsible station and network operator in our industry."

In his statement Mr. Pangborn said:

From the very beginning WOAI has fought any and all attempts to "trade down" our medium. I am convinced, however, that no matter how good an individual station's efforts are to combat the current rash of false "facts" and damaging misconceptions about radio, the effort may be wasted unless there is a strong, healthy and aggressive BAB fighting across the board on radio's side. BAB is the only organization that can do this with any chance of success. . . .

Mr. Ryan acknowledged that "it has taken time to reconvert BAB into a full-fledged fighting machine." He said that "many of the broadcasters who wanted most to see a really effective radio promotion bureau thought it simply couldn't be done. They are convinced now that it can be done and they are joining BAB and becoming its most ardent supporters. The more important an operator is, the more he actually needs BAB. . . ."

WHOM APPOINTMENTS

Redmond, Botway Sales Exe

APPOINTMENT of Edward Redmond and Benjamin E. Botw as executive sales director sales manager, respectively, WHOM New York, was announ last week by Fortune Pope, pr dent of Atlantic Broadcasting which operates WHOM and p lisher of *Il Progresso Italo-Am cano.*

Mr. Redmond and Mr. Bot have resigned from General door Adv. Co., the former as s manager of the New York mar and the latter as an account exe tive. Both men will concentr in national and local sales field

CBS FALL PLANS

Promotion Campaign To Be Unveiled

CBS will unveil its fall radio program promotion campaign before an expected 125 CBS radio promotion managers and station executives in a two-day meeting today (Monday) and tomorrow at the Waldorf-Astoria in New York, Vice President Louis Hausman announced Friday.

CBS President Frank Stanton, Radio Division President Howard S. Meighan, and Mr. Hausman will head a group of top network executives who will address the group, which the network said should be the largest turnout for a CBS radio promotion clinic in history.

A similar meeting will be held Aug. 6 at the network's KCBS San Francisco headquarters for representatives of 25 West Coast stations.

This week's clinic follows on the heels of the annual radio station meeting of CBS Radio Sales, held in New York last Monday and Tuesday under the direction of Carl J. Burkland, general sales manager for Radio Sales.

The network's fall radio promotion campaign will get under way in September, when kits covering approximately 80 CBS commercial and sustaining shows will be distributed to stations and clients. The kits were prepared by the program promotion division of the Advertising & Sales Promotion Dept. under the supervision of Charles Oppenheim, director of program promotion.

Each kit contains complete promotion material including local announcements for on-the-air promotion, newspaper ads and mats, pictures, client and agency cards, and biographical and feature material.

The campaign, officials said, will operate on a continuing basis, with new promotion folders to be prepared and distributed as new shows are added.

Today's session will be devoted to a detailed explanation of fall plans, while Tuesday's will be divided into special seminars on specific station promotion subjects.

Other Speakers

Speakers in addition to Messrs. Stanton, Meighan, and Hausman will include Mr. Oppenheim; Lester Gottlieb, director of radio network programs; Charles S. Monroe, director of radio program writing division, and Edward Shurick, market research counsel, radio network sales. Roland Welch, director of merchandising, McCann-Erickson, will be a guest speaker. A special panel discussion will be held with participants including Robert Covington, WBT Charlotte; Hendrick Soule, WFBL Syracuse; Robert Pryor, WCAU Philadelphia, and Don Shoemaker, KFAB Omaha.

At the Radio Sales station meeting last Monday and Tuesday, discussions centered primarily on tional spot sales problems in 13 markets where Radio Sales' tions are located. Special speak included Ed Norton of WAPI mingham, who is a member of Federal Reserve Board, and Sid W. Dean Jr., vice president of Cann-Erickson. The sessions closed.

Station executives attending meeting, CBS reported, includ

Harvey Struthers and Em Heerdt, WEEI Boston; G. Ric Swift and Don Miller, WCBS York; D. W. Thornburgh, Jo Connolly and John DeRussey, WC John Hayes and George Hartf WTOP Washington; Barron Ho and James Clark, WRVA Richm Larry Walker, Keith Byerly and K neth Spicer, WBT; Mr. Norton, C Persons and Lionel Baxter, WA John Akerman and P. S. Ande KMOX St. Louis; E. H. Shomo, WB Chicago; Gene Wilkey and Carl W WCCO Minneapolis-St. Paul; F. McLatchy, KSL Salt Lake City; bur S. Edwards and E. W. Buck KNX Los Angeles, and Jules Dun KCBS.

CBS New York executives att ing included Messrs. Meighan, H man, and Burkland; William D. S eastern sales manager, Radio Sa Herbert A. Carlborg, manager of development, Radio Sales; Guy ningham, manager sales pres tions, Radio Sales; Richard director of research, Radio Sales, Thomas Means, director of promotion.

Representing Radio Sales o outside New York were Gordo Hayes, Chicago; Ralph H. Patt Detroit; H. H. Holtshouser, Mem and Hugh J. Stump, San Francis

Hartford National Bought WTIC's Bob Steele And . . .

Clients Came in Droves

Hartford National Bank & Trust Co. has occupied this building since 1928. Directly opposite is "Old State House Square" where George Washington and Gen. Comte De Rochambeau met on Sept. 20, 1780 to plan the strategy which resulted in the victory at Yorktown and the ultimate independence of the American Colonies.

"HOW do you like that? In business for 158 years, in radio for one year, and they come in here asking, not, 'Is this the Hartford National?' but 'Is this Bob Steele's Bank?' "

That laughing remark by President Ostrom Enders is being repeated around WTIC Hartford as further proof of how effective radio can be in selling bank services.

The Hartford National Bank & Trust Co. is the oldest and largest bank in Connecticut. It was established in 1792 as The Hartford Bank under the leadership of Col. Jeremiah Wadsworth, a prominent Revolutionary figure who served three years in the Continental Congress and three successive terms in the Federal Congress.

Col. Wadsworth, friend of Washington and Lafayette and the richest man in Hartford in that day, was pressed to serve as the first president of The Hartford Bank. When he declined, due to the pressure of other business, his close friend and associate, Maj. John Caldwell, was chosen.

Bob Steele, m.c. of the Bob Steele show on WTIC.

The doors were opened on Aug. 8, 1792. Capital stock was $100,000 and the staff at first was one man, the cashier. Today the bank employs over 400 people and its resources are over $200 million.

The bank's first test of radio was for 26 weeks in 1948 when it sponsored *Sunday Afternoon at the Opera*, a half-hour transcribed program. Unimpressed with results, the program was not renewed. The same year a series of one-minute transcribed spots was tried.

Lack of response to either of these two experiments "soured" bank executives on the use of radio. Customers questioned about the radio programs seemed either not to have heard the bank's advertising or not to have been sufficiently interested to comment.

In 1949 Ostrom Enders became the 12th president of the institution. He was then one of the youngest bank presidents in the country and brought with him a great deal of enthusiasm for improving the bank's service and expanding its scope. A lieutenant commander in the U. S. Naval Reserve, during World War II, he served in the Pacific Theatre aboard the aircraft carrier *U.S.S. Antietem.*

Another Trial Given to Radio

Under his leadership bank executives decided to give the medium another trial. They had decided that the "opera" program was beamed at the wrong customers for personal loans and auto financing and that the "canned" announcements were cold. They began looking for an air salesman who was a well-established radio personality in Hartford with a wide following among people who might be expected to be interested in personal loans and car financing.

After some study they decided that Bob Steele, popular WTIC personality, would fill their needs. A contract was signed with WTIC to sponsor three times weekly the 7:15-7:25 a.m. segment of the *Bob Steele Show.*

The program, six times weekly and one-hour long, had been a successful part of the WTIC format for 17 years. Emcee Bob Steele had established a large and loyal following for his friendly, informal, disc-jockey-type show. The high Hooper and especially the "public service" aspects of the program (news headlines, sports results, time signals, weather reports) were appealing. Live commercials were carefully planned by the bank, the agency (Edward Graceman & Assoc.) and the station. Mr. Steele's style was copied closely in commercials and he was given full latitude to put the announcements into his own words with occasional historical and humorous references to the bank.

Results Immediately Prove Medium's Power

Success was noted from the first. Since the sponsorship began installment loan financing has *doubled.*

Bank officials say that the radio promotion has been the most effective it has ever used for personal loan advertising and for promotion of overall "goodwill." One result is that the bank has had to change its slogan from "One out of every three Greater Hartford Families is served by the Hartford National" to "Nearly one out of every two. . . ."

So pleased are bank officials that they are continuing the program for the second year and President Enders recently wrote Bob Steele:

Please let me tell you how much we have enjoyed our association with you and how much we appreciate the wonderful job which you have done for the bank. Somehow you manage to make the endless talk about a relatively dry subject sound interesting and it is certainly producing the kind of business we are looking for.

Other executives beside President Enders who are important in advertising decisions for the bank are Senior Vice President Milton H. Glover, Vice President George Guillard and Assistant Secretary in Charge of Advertising Atwood Ely. Beside the Edward Graceman & Assoc. Agency, of Hartford, which is in charge of WTIC copy, Doremus & Co., Boston, handles the company's advertising.

The sponsor has shown an interest in taking on more of the Bob Steele show if segments become available. The bank now spends about 25% of its advertising budget, or approximately $12,000 annually, on radio and is experimenting in television to the extent of one spot announcement weekly on WNHC-TV New Haven. Hartford is not a TV city.

Other Bob Steele advertisers include The Mennen Co., Sterling salt, Lehigh coal, Educator Crax and Manhattan soap.

Ostrom Enders, president, Hartford National Bank & Trust.

Jim Burke (with back to the camera), special events director, KMBC Kansas City, Mo., airs an appeal for men and trucks. This broadcast, made at 2 a.m., brought 3,000 men and hundreds of trucks which aided in saving a dike. At far right is Clark Smith, KMBC engineer. The KMBC mobile transmitter, in foreground, remained in the field throughout the emergency.

Norwood J. Patterson, general manager, KJAY Topeka, is shown center standing in the KJAY Cris Craft, helping to unload women and children rescued from rooftops. Picture was taken at an intersection covered with about 15 feet of water. One KJAY appeal to save the City Water Works made 10,000 workers available to the city on short notice. Station rendered public service announcements throughout the crisis.

One of the most thrilling radio episodes duri the flood was the broadcast of the rescue op ations of Everett James and Ralph Dick WREN Topeka employes, who were maroo at the station's transmitter site, shown abo A Navy plane dropped a rubber lifeboat o the "island prison." Subsequently, circu stances dictated that the men should st where they were for the time being.

* * *

RADIO-TV FLOOD SERVICE

WHILE flood waters in the midwest receded, further reports of radio and television stations' outstanding public service [BROADCASTING • TELECASTING, July 23]. continued to pour in last week. Among services reported were:

KJAY Topeka, in one of the most heavily hit areas, with its transmitter luckily located on high ground miles from the flood, broadcast for 132 consecutive hours. Well over 60 special broadcasts were made.

KMBC Kansas City, Mo., influenced city officials to reimpose restrictions on the household use of water. Flood waters left the city with less than half its normal water pressure. Restrictions were laid down, but later, with the water pressure graduating, city officials optimistically lifted the ban. Hours afterward, frantic phone calls from suburbanites warned of drastically fallen water pressure. KMBC contacted city hall with the result that restrictions were reimposed.

KMBC generally managed to keep pretty busy. Five KMBC newsmen alone contributed more than 450 man hours during the emergency. The station, which aired bulletins regularly throughout the flood and fire emergency periods, checked information so closely that not once did it have to retract a statement.

KFAB Omaha came to the aid of its neighbors in Beloit, Kan. The station was asked to broadcast an appeal for power boats with searchlights needed for evacuations. The appeal was so effective that more than 50 craft were en route to Beloit within three hours. Later, six additional boats were rushed to the area. A Beloit Chamber of Commerce official gratefully thanked KFAB listeners whose "quick and unselfish action saved many, many lives."

KXLW St. Louis, not damaged by the flood, used its facilities to aid in rescue operations and to keep atop of developments and impending dangers.

KMOX St. Louis aired a bulletin pointing up the need for motor boat operators in flooded areas. Within a few hours, the Red Cross notified the station that it had received 200 volunteers.

KSTL St. Louis in nine daily broadcasts gave detailed information on road and flood conditions with particular emphasis on how raisers of live stock and grain could get their products to marke

KROC Rochester, Minn., shifte its normal broadcast schedule on an emergency basis when heav rains brought a flash flood to th city. Several times KROC air bulletins for as long as 20 minute at a time and won the praise city officials and the general publi

On July 17, the transmitter hous of KTOP Topeka was flooded KTOP Manager Bailey Axton ap pealed to the U. S. Air Force fo help in flying in a new Collins 300 transmitter from Cedar Rapids, t the station's studios which wer above water and safe. The Air Force agreed as a means of re establishing essential communica tions in Topeka, where radio wa vitally needed.

It is, of course, impossible t recount all the cases of individua valor. Particularly noteworthy however, is a letter written t KMBC by Col. L. J. Lincoln, Dis trict Engineer, U. S. Corps of Engi neers. Col. Lincoln wrote:

I wish to express my sincere appre ciation for the accurate and factua coverage of the flood disaster, as i related to Corps of Engineers' activities performed by the newsroom reporters of KMBC radio broadcasting station during the current state of emergency. Particularly careful reporting was evidenced by the fact that your representatives called this office regularly be fore broadcast time to verify reports and refute unfounded rumors that are the usual aftermath of every crisis. . . . It is my belief that the frequent and careful reporting from your station probably saved lives and property of those endangered by the flood waters.

Flood Aid

COMMUNICATIONS aid and FCC status in the midwest flood area were outlined by FCC Chairman Wayne Coy last week in a reply letter to an inquiry of Charles E. Wilson, director of Office of Defense Mobilization. Citing efforts of all services in the crisis, Chairman Coy stated: "According to reports reaching us it would appear that every broadcast station in the area is cooperating to broadcast messages relating to relief activities. Rule 2.405 permits any station during the period of emergency in which normal communications facilities are disrupted as a result of hurricane, flood, earthquake, or similar disaster to utilize such station for emergency communication service in a manner other than that specified in his license. For the most part, this means that the broadcast stations may broadcast messages on a point to point basis."

AMONG principals in the flight of a Collins 300G transmitter from Cedar Rapids, Iowa, to Topeka for use of KTOP Topeka were (l to r) Mr. Axton, Harold Olson, Collins Radio Co., Cedar Rapids; Lt. Thomas Berran, USAF pilot; Capt. V. E. Gardner, National Guard, co-pilot, and Sgt. E. V. Cole, National Guard. In the plane are an unidentified crew member and Walker Whitmore, of Collins Radio.

OPS on Pricing

MANUFACTURERS can price according to general manufacturers order (CPR 22) and related regulations if they had gone ahead with necessary arrangements and announced new prices before July 1 even though the price lists were to be effective after that date, the Office of Price Stabilization announced last week.

VOA COMMENTATORS
Barrett Answers Charge

THE STATE DEPT. last week soundly scotched a series of Congressional charges involving network commentators whose service were utilized on the Voice of America by contract under the Smith-Mundt Act. NBC also joined in a partial rebuttal to a Communist affiliation blast.

The issue was raised in a caustic speech on the House floor by Rep. William S. Hill (R-Col.), who charged that the State Dept. had placed itself "in a highly dubious position" by employing certain political commentators, notably those with CBS.

Rep. Hill also singled out an NBC commentator whom, he claimed, "has a lengthy record of affiliation with Communist and Communist-front organizations." He referred to Ben Grauer, who promptly labeled the accusation as "vicious" and questioned the existence of any "official record" tending to discredit his loyalty.

NBC also issued a statement saying that "we have thoroughly investigated (Mr.) Grauer at his request, and found him to be a true and loyal American."

CBS declined comment on Congressman Hill's mention of the employment by VOA of four commentators — Charles Collingwood, Williams Downs, Griffing Bancroft and Eric Sevareid—who he said had drawn $1,100 for private services.

In a statement issued Thursday, Edward W. Barrett, Assistant Secretary of State for Public Affairs, held that it was a "gross injustice" for anyone to imply political favoritism.

Secretary Barrett's comments were directed to Rep. John J. Rooney (D-N. Y.), chairman of the House Appropriations sub-committee, which has been critical of Voice operations. Rep. Hill's remarks came during the course of House debate on VOA funds (see separate story).

Mr. Barrett pointed out that both parties of Congress have suggested that "this program should utilize as fully as possible the best professional talent available" and facilities of private agencies.

"Naturally the Dept. of State has tried to comply with these very sensible and constructive suggestions and instructions. As one part of this program, we have utilized the parttime services of well-known American radio commentators in reaching a worldwide English language audience and in reaching audiences in other languages," he explained, citing the provisions of the Smith-Mundt Act.

He added:

. . . Such commentators have been extremely generous in doing this work at nominal rates far below the pay scale they normally receive. I hardly need to tell you that it is a gross injustice for anyone to imply that a distinguished American radio commentator should be swayed to change his views in any respect because he receives a nominal fee of $50 to undertake a special broadcast for the Voice of America.

On the contrary, these men deserve very sincere thanks from the nation for doing this work at fees substantially below those they can command elsewhere.

Render Advice

Rep. Hill had noted that "as political commentators they frequently have occasion to pass judgment and express opinions regarding the State Dept. that is making cash payments to them."

Taking another tack, Rep. Hill also described CBS as having a "reputation of being, through its so-called news programs and commentaries, a strong supporter of the Truman administration, and of socialistic tendencies generally." He continued:

. . . CBS has been well treated by the Truman administration; it was Columbia's color television system that received the approval of the FCC and is now being adopted as the standard color system for this country. Columbia stands to gain many millions of dollars from this decision. The agency that handed down the decision, the Federal Communications Commission, is, of course, the same agency that holds the power of life and death over radio stations through its licensing requirements.

In another blast, Rep. William K. Van Pelt (R-Wis.) lamented VOA's appointment of Raymond Swing as advisor and commentator. Referring to Mr. Swing's alleged sympathies for Secretary of State Dean Acheson, he scored the commentator as "one of the most unsuitable persons" the Voice could hire.

'Lee News' Adds

SIXTEENTH year of *The Lee Noon News* over WIBW Topeka, Kans., finds the program added to KCKN Kansas City's log as of today (Monday), Ben Ludy, general manager of both stations, has announced. News period is handled by Elmer Curtis and sponsored by Lee Foods, Kansas City. Show will continue to originate at WIBW.

SIGNAL CONTROL
Senate-Passed Bill To House

WITHOUT opposition, the Senate last Monday passed and sent to the House Interstate & Foreign Commerce Committee the Defense Dept.'s radiations control bill.

Guiding the compromise legislation (S 537) through the upper chamber was Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, which held hearings on the proposed amendment to Sec. 606 (c) of the Communications Act. The proposal seeks to include with broadcast stations certain other devices capable of serving as navigational aids to enemy aircraft.

While the House communications committee had formally scheduled no action late last Thursday, authorities already have indicated that it will hold hearings before reporting on the measure [BROADCASTING • TELECASTING, July 23].

On the Senate floor Sen. Johnson explained that the President's authority under Sec. 606 (c) is "limited to electronic devices used in transmitting radio communications" and does not include all devices capable of emitting radiations. The suggested committee amendment would include those devices radiating in excess of five miles.

"The bill would give the FCC responsibility to look after other machines, which were not built for the transmission of signals, but which do emit signals. It is a safety measure of very high importance," Sen. Johnson declared. The committee amendment was adopted without objection.

'VOICE' ATTACKED
In Fund Debate

MARKED dissatisfaction with present Voice of America operation, particularly as an instrument of State Dept. foreign policy, characterized heated House debate on VOA appropriations last week.

Using the U. S. radio arm as its whipping boy, a Republican bloc of the nation's lawmakers lashed out at Voice management, programming, personnel and assorted other phases. Discussion was flavored with pungent descriptions, most of them designed to lay the groundwork for a sharp cut in Voice funds this new fiscal year.

After four days of charges and counter-charges that reverberated from Capitol Hill to the State Dept., the House finally voted to allot VOA $85 million for 1951-52 as recommended by the House Appriations Committee [BROADCASTING • TELECASTING, July 16]. Two amendments by Rep. Cliff Clevenger (R, Ohio), to cut the Voice another $15 million and to return the bill to committee—were rejected.

The GOP bloc charged that the Voice:

- **Fails to "bring hope and encouragement to enslaved peoples behind the Iron Curtain," particularly in Poland, where it rates "last" among listeners.**
- **Concentrates on covering up "past blunders" by the U. S. government.**
- **"Is about as agile as a rheumatic rhinoceros . . . red tape, lethargy and inertia are the order of the day."**
- **Stresses the need for funds to purchase radio receivers for use abroad as "an emergency project," but makes little progress on the project.**
- **Cannot be made effective unless "you have an effective State Dept."**
- **"Wanders aimlessly from program to program," lacking a cohesive idea or ideas"; boasts too much about the American standard of living, reflecting a "giveaway complex" and has "a very small listening audience, despite some pretty fanciful figures to the contrary."**
- **Should be better coordinated with an improved U. S. information program.**
- **Spends too much money on program evaluation ($1,312,100). Advertisers "would go broke if they spent one-tenth as much evaluating the effect of their promotion. . . ."**

Bulwarking a Republican attack on the Voice were Reps. Richard B. Wigglesworth (Mass.), John V. Beamer (Ind.), William S. Hill (Col.), Hamer H. Budge (Ida.), Patrick J. Hillins (Calif.), William E. McVey (Ill.), Clarence Brown (Ohio) and John T. Wood (Ida.). Rep. Brown summed up the GOP position: Republicans support a Voice program but the overwhelming majority of its members are "distressed at the results" and blame the administration for lack of a realistic foreign policy.

The Voice also had its supporters in the House, among them Democratic Reps. A. S. J. Carnahan (Mo.), Alfred D. Siminski (N. J.), John J. Rooney (N. Y.), Prince Preston Jr. (Ga.), Laurie C. Battle (Ala.), Brooks Hays (Ark.), and Adolph J. Sabath (Ill.).

In defense of the Voice the Democrats held that the radio operation:

- **Spends only 3% of its total budget for program evaluation, on the basis of claims by Thurman Barnard, new acting general manager of the program, and other advertising executives, and that radio networks and advertisers spend at least as much.**
- **Is counteracting Russian propaganda effectively—a fact borne out by heavy Soviet jamming operations —and is "rendering a real service behind the Iron Curtain."**
- **Is acting within the provisions of the law in utilizing radio, television and other private agencies as well as professional services of individual commentators (see separate story).**
- **Is "carrying America's message to the world," under the "expert generalship" of Edward W. Barrett, Assistant Secretary of State for Public Affairs.**

A suggestion advanced during House discussion was one by Rep. William H. Ayres (R-Ohio) to set up a House committee on the Voice of America. "We have had an Un-American Activities Committee for quite some time," he noted. "I suggest we have a pro-America."

BILL MAYER, WGAR Cleveland personality, receives congratulations of Jesse T. Smith, head of Mayor Burke's Traffic Safety Committee, for efforts in current safety drive. Mr. Mayer originates *Mayer of the Morning*, 6:30-9:45 a.m., from this specially equipped trailer. Passing motorists are attracted to tune WGAR and hear traffic messages.

JULIUS F. SEEBACH Jr., vice president in charge of programs, WOR-AM-TV New York, proudly displays the 72½-lb. tarpon he caught near Sarasota in the Gulf of Mexico. Mr. Seebach needed 32 minutes to land the fish.

BENEDICT GIMBEL Jr. (r), WIP Philadelphia president, tenders farewell dinner for Gordon Gray (c), who leaves station to open New York headquarters for Goodwill stations. At left is Arthur Kaufmann, WIP board chairman. TV set was presented Mr. Gray.

JERRY C. ROSENBERG (l), new president of Philadelphia Club of Adv. Women, is welcomed by Alice Lynne Mooney, retiring president, at club's installation dinner. Miss Rosenberg is an account executive with The Lavenson Bureau of Adv., Philadelphia.

NATIONAL Safety Council Public Interest Award to WISN Milwaukee for second straight year is accepted by Gaston Grignon (l), station general manager. Dr. Basil Corbett, executive director of the Milwaukee Safety Commission, made the presentation.

DUNCAN RENALDO, who portrays the title role in *The Cisco Kid*, visits the main Detroit plant of Farm Crest Bakeries Inc. Firm sponsors show in several midwest markets. L. to r.: Arthur Ellis, Farm Crest vice president; Mr. Renaldo; Ernest L. Southwick, Farm Crest president; Walter Miller, account executive of Frederic W. Ziv Co., program producer.

WDAE TRANSFER

Smiley Would Control In $825,000 Deal

TRANSFER of control of The Tampa Times Co., licensee of WDAE AM-FM Tampa, Fla., in an $825,000 transaction, was requested last week in an application filed with the FCC by David E. Smiley, president of the corporation.

The application asks FCC approval of Tampa's plan to purchase 5,000 shares (50%) now held by Ralph Nicholson and members of his family for $165 per share, retiring these shares and leaving Mr. Smiley and his wife with complete ownership. A total of $800,000 will be paid in cash, with $25,000 to be paid in cash or installments.

Bonds aggregating about $700,000 will be issued by the company and bought by the Jefferson Standard Life Insurance Co., Greensboro, N. C., to finance the proposed purchase.

Mr. Smiley and his wife, Mary F. Smiley, own 5,000 shares (50%) now and will be the only stockholders if the transaction is approved. Mr. Smiley will continue in his capacity as president of the company, while Mr. Nicholson will sever all connection with WDAE and the *Tampa Times* in order to devote a greater proportion of his time to his other interests, including the *St. Petersburg Independent* which he publishes.

No changes in personnel for the stations or the paper are contemplated, Mr. Smiley announced. His two sons, David E. Smiley Jr. and Joseph F. Smiley, will continue to serve the company as treasurer and secretary, respectively.

Operated Station 20 Years

Mr. Smiley and Mr. Nicholson have operated WDAE for nearly 20 years. In 1933, they acquired the Times Co. on a lease option arrangement and in 1938 they exercised the option. In 1941, Mr. Nicholson went to New Orleans to publish the *Item* and Mr. Smiley has actively operated the Tampa enterprises since. In 1949 Mr. Nicholson sold his New Orleans paper and served as public relations director for U. S. High Commissioner John J. McCloy in Germany. On the first of this year, he became publisher of the *St. Petersburg Independent*.

Mr. Smiley is a veteran newspaperman, having worked for 11 years with Cyril H. K. Curtis and serving as editor in chief of the *Philadelphia Morning, Evening and Sunday Public Ledgers*, the *Philadelphia Illustrated Sun*, and the *New York Evening Post* from 1924 to 1926.

From 1927 to 1930, Mr. Smiley was general manager of the North American Newspaper Alliance, and in 1931-32 he published the *U. S. Navy Review*. He is also a lawyer, having studied law during his reporting days.

He is active in Tampa civic affairs, now serving as chairman of the board of trustees for Tampa U.

The exact number of shares to be retired by the company from each member of the Nicholson family is Ralph Nicholson, 2,900; June Nicholson, 100; Martha Nicholson Fox, 1,000, and Anne Blayney Nicholson, 1,000.

EDUCATION MEET

Media Role Discussed

WALTER B. EMERY, legal assistant to FCC Comr. Paul A. Walker, was among five speakers scheduled to discuss radio and television education Friday at a U. of Michigan conference.

Mr. Emery planned to talk at the morning session on "A Review of Educational Radio" and on "The Outlook for Educational Television," in the afternoon.

Edward Stasheff, director of the television department at WNYE (FM), New York Board of Education station, was to have given the opening talk. His subject was "Radio and Television in the Public Schools."

Following these two morning talks, a floor discussion was slated to be conducted by Garnet R. Garrison, U. of Michigan director of television and chairman of the conference.

At the afternoon session, James Eberle, public affairs manager for WWJ-AM-FM-TV Detroit, was to speak on "The Commercial Station and Educational Television." Armund Hunter, TV director at Michigan State College and formerly at WFIL Philadelphia, was to describe "The Philadelphia Experiment in Television Education for Adults." Messrs. Emery and Stasheff are teaching this summer in the radio-TV section of the U. of Michigan's speech department.

ANTI-NARCOTICS

WRS To Battle Drugs Use

WESTINGHOUSE Radio Stations Inc. is embarking on an all-stations campaign against mounting teenage drug addiction, according to Walter Evans, president. WRS has six AM, six FM stations and WBZ-TV Boston, joining in the drive.

Mr. Evans, also vice president of Westinghouse Electric Corp., said the firm is "appalled and gravely concerned" by the evidence uncovered by the Senate Crime Investigating Committee. The drive is to be educational, with the stations cooperating with the committee. Spot announcements, dramatic interview and discussion programs, featuring government, sports, musical, stage and other personalities will be used.

TWICE as many local folks BUY WITH

If the cash registers don't ring, local merchants drop any advertising medium like a hot brick. So get this:

In Baltimore, WITH regularly carries the advertising of more than twice as many retail merchants as any other station in town!

Reason: WITH produces *low cost results*. It's the biggest bargain buy in town. WITH delivers more .... far more .... listeners-per-dollar than any other radio or TV station in Baltimore.

If you want to make a *small* appropriation do BIG things in Baltimore, call in your Headly-Reed man today. He'll give you all the facts about WITH's commanding position in this highly competitive market.

The *Results* station

WITH

BALTIMORE, MD.

TOM TINSLEY, PRESIDENT • REPRESENTED BY HEADLEY-REED

NEW FM LINK

In State Network Asked By Wis. Radio Council

AN FM NETWORK plan, "so engineered as to provide good reception in all parts of Wisconsin," was one step nearer completion last week as the Wisconsin State Radio Council applied for its seventh non-commercial educational FM station.

A total of eight stations is the state's goal. If this latest application for a transmitter at Highland in southwestern Wisconsin and main studios at Wisconsin U. in Madison is granted, only one station will be needed to complete the state's plan. That station is now planned for the Northwestern part of the state, to render primary service to the Ashland-Superior area, but formal application has not yet been made for its construction.

The latest station is estimated to cost $51,500, and it will broadcast with 10 kw on 91.3 mc. It proposes to operate 16 hours daily and will rebroadcast programs aired by WHA-FM Madison. Minor portions of the programming may originate in educational institutions within the area.

Stations in the Wisconsin network now are WHA-AM-FM Madison, WLBL (AM) Auburndale, WHAD (FM) Delafield, WHKW (FM) Chilton, WHRM (FM) Rib Mountain, WHWC (FM) Colfax and WHLA (FM) La Crosse. The Highland application asks that call letters WHHI be assigned to it.

Promotion Drive

A concentrated promotional campaign has tried to sell FM to the people of Wisconsin. On July 1, the state legislature passed a bill appropriating $154,000 for "constructing and equipping additional units of a state broadcasting system as provided . . . including the acquisition of necessary lands."

The legislature also evinced its faith in the growth of the service by more than doubling the 1951 appropriations for operation and maintenance next year.

Chairman of the state radio committee is Professor H. L. Ewbank of Wisconsin U. and executive director is H. B. McCarty, director of the radio education division at Wisconsin U.

WSTR ON AIR

New Sturgis, Mich., Outlet

WSTR Sturgis, Mich., July 21 commenced operation. Licensed for 500 w daytime on 1460 kc, the new station is an affiliate of Liberty Broadcasting System. Licensee is Southern Michigan Broadcasters.

According to E. H. Munn Jr., technical director and acting general manager, personnel includes Charles R. Palmquist as commercial manager; James L. Harden, program director; Harold Wilson, transmitter supervisor; and John Kunzak, staff announcer.

Joseph Hershey McGillvra Inc. is WSTR national sales representative.

Mr. Munn, also station director of WTVB - AM - FM Coldwater, Mich., disclosed that a working agreement between WTVB and WSTR has been set up to offer national advertisers a "tri-state" coverage package. McGillvra also represents the group.

SPOT CAMPAIGN

Placed After ARBI Stu

TWO TOP Washington retail o lets, Frank R. Jelleff Inc (wome clothing) and Woodward & Loth Department Store, have star "spot saturation" schedules WRC Washington. The contra both for 52 weeks, were placed a direct result of a recent Am ican Research Bureau Inc. stu made for local retailers, wh showed effectiveness of spot satu tion.

Jelleff's will use one-minute a nouncements daily on three sho plus announcements between 6 7:30 p.m., evening station bre and two one-minute announceme on Sundays. Announcements w be based on newspaper copy. T is reportedly the first time a lo retail store has accepted a s schedule using the same copy both radio and newspapers.

Woodward & Lothrop will sp sor a half-hour program, Fri nights, featuring the Guy L bardo Ziv Transcription seri One-minute spot announceme will be used on staggered wee The Guy Lombardo series st Sept. 7.

not to be overlooked-- KIWW

Serving 300,000 Latin Americans In the Heart of the Great Southwest

52% of San Antonio's Public School Students are Spanish Speaking! — More than ½!

63% of Bexar County Auto Owners Have Spanish Names!

50% of Department Store Personnel in the Southwest are Spanish-Speaking

The Greatest Concentration of Latin-American Buying Power in the Southwest is within KIWW's Primary Coverage

—1540 K. C.—
250 WATTS

KIWW

WHICH MEANS THAT SAN ANTONIO IS "THE HUB OF THE LATIN-AMERICAN MARKET"

San Antonio
25th AMERICA'S FASTEST GROWING MAJOR CITY
"The Heart" of the Latin-American Market

North America's greatest Gold Rush will be to reach the "DOLLAR POTENTIAL" of the Spanish-Speaking people

FOR RADIO ADVERTISING, FROM SPOT ANNOUNCEMENTS TO TALENT PROGRAMS . . .
"See a KIWW man first"
Phone F-5254

Joseph Hershey McGillvra, Inc., National Representative

The best answer to ANA:

Radio Beats Newspapers in 5 out of 7 Los Angeles tests

★ ★ ★

Advertising is not bought simply to be measured by Hooper, Starch, Pulse, Nielsen, and the Continuing Study.

Advertising is bought to *bring people to merchandise and services.*

How successfully an advertising medium performs this function is the best measurement, the only *real* measurement of whether it is overpriced or underpriced.

★ ★ ★

While the radio rate controversy was at its peak, six of the country's largest retailers were testing Radio in Los Angeles.

They were making a series of Radio vs Newspaper tests in May, 1951 — when there were already nearly 800,000 TV sets in Los Angeles County alone.

These six retailers were using the now-famous ARBI method of checking results: An equal amount of money is spent on the same item at the same time in two or more media. Interviewers at the point of sale keep score on what brought the people to the goods.

In Los Angeles, *Radio brought a greater number of people to the point of purchase in 5 of the 7 tests these six retailers made.*
(Naturally, Radio's total traffic for the seven tests was higher than newspaper traffic.)
Radio was more effective for these major stores on the following items:
Barker Bros.: Patio chair
Bullock's Downtown: Woman's topper and cotton dress
Harris and Frank: Man's suit
Owl-Rexall Drug Co.: Sun glasses
Sears Roebuck and Co.: Refrigerator
Every Los Angeles newspaper was used at one time or another in these tests. KFI and one other station were used exclusively.

We repeat: *Advertising is bought to bring people to merchandise.*
And, 5 out of 7 times, Radio brought more buyers to the goods for these Los Angeles retailers, who, incidentally, have two clearly-defined advantages in their newspaper advertising over every *national* advertiser:
1. They buy newspaper advertising for approximately half what the national advertiser pays.
2. Their advertising, like all retailer copy, enjoys higher average readership than national advertising.
Yet, despite the advantages to newspapers inherent in a check of retailer advertising... despite Los Angeles' high concentration of TV sets... despite any decline in radio audience, real or imagined... Radio outsold — by a wide margin — a major competing medium.

This is the best answer we know to the suggestion that Radio is now overpriced in television markets.

Earle C. Anthony, Inc. **KFI** NBC in Los Angeles • 50,000 watts Clear Channel • 640 kilocycles

SPELL IT OUT

FCC to Congress on Time Fixing

FCC THINKS Congress should enact a law if it wants the Commission to require commercial broadcast stations to devote a specified percentage of broadcast time to educational programs. The Commission says now it does not have this authority clearly spelled out.

FCC's advisory opinion had been promised the Senate Interstate Commerce Chairman Ed C. Johnson (D-Col.) during testimony by FCC Chairman Wayne Coy a fortnight ago [BROADCASTING • TELECASTING, July 23].

The Senator's proposal drew quick support during the hearing from Sen. William Benton (D-Conn.), the educators' standard-bearer on Capitol Hill. Sen. Benton saw in the fixed percentage idea an alternative to TV channel reservations for non-commercial educational use.

The Commission's comments were presented last week in a letter by Acting General Counsel Max Goldman. During the hearing, Chairman Coy had expressed doubt whether the Commission has the authority to fix a percentage of broadcast time. Sen. Johnson said he believed the FCC could.

Mr. Goldman, after describing the historical roots of the educational issue, said:

. . . any technical subdivision of the present commercial broadcast service that is partially general and partially specialized, must be recognized as a practical matter . . . in the nature of a reversal of the statutory policy steadfastly applied by the Commission in the past.

The creation of a new service to which new rules will apply is not the same as the application to an existing service of new rules which severely depart from what has become established as the statutory policy applicable to that service.

In view of [this conclusion], it would seem preferable that the change in policy applicable to commercial broadcast stations, which is inherent in a requirement that such stations devote a fixed percentage of their time to educational programs, be accomplished through clarifying legislation.

While expressing himself in doubt as to whether FCC could reconcile the practice of fixing a percentage of time "with the Commission's consistent adherence to the principle of licensee responsibility in the operation of stations designed to render a well-rounded service to the general public" plus the censorship prohibition of Sec. 326 of the Communications Act, Mr. Goldman said, nevertheless:

"An argument may be made, based mainly upon the provisions of Sec. 303 (b) of the Act, that the Commission has statutory authority to exercise this [fixed time percentage] power." Sec. 303 gives the Commission authority to classify stations, and also directs it to "encourage the larger and more effective use of radio in the public interest," he noted.

Mr. Goldman said, "Similarly, the Commission has recently determined that it has authority to designate channels for use by a class of non-commercial educational television stations.

There is a difference, he pointed out, between setting forth classes of stations for a prescribed type of service (aeronautical, industrial, educational FM) and in prescribing percentages of time to specific types of programs.

Keeping in mind licensee responsibility and prohibition against censorship, FCC "has taken the entirely consistent position that it will not prescribe any fixed quantitative program standards for non-specialized broadcast stations," Mr. Goldman asserted.

Interests vary from one locality to another, he reminded, "the number of hours a day which should be devoted to educational programs in any particular community to best serve that community will most probably depend upon such factors as the educational facilities available, including their number and level, and the type of community, whether rural or metropolitan."

JTAC STUDIES

Space Problems For F

POSSIBILITY of getting fuller out of available spectrum space the land mobile services—and some observers consider eventual less pressure for conversion of television channels—has been posed FCC in a request for industry study of the problem.

In a letter to John V. L. Hogan, head of Hogan Labs Inc. and chairman of the Joint Technical Advisory Committee, the Commission acknowledged the help of JTAC past allocation proceedings and asked aid in solving the new allocation of the land mobile services in the 25-50, 152-162 and 450-460 mc bands.

FCC referred the following questions to JTAC:

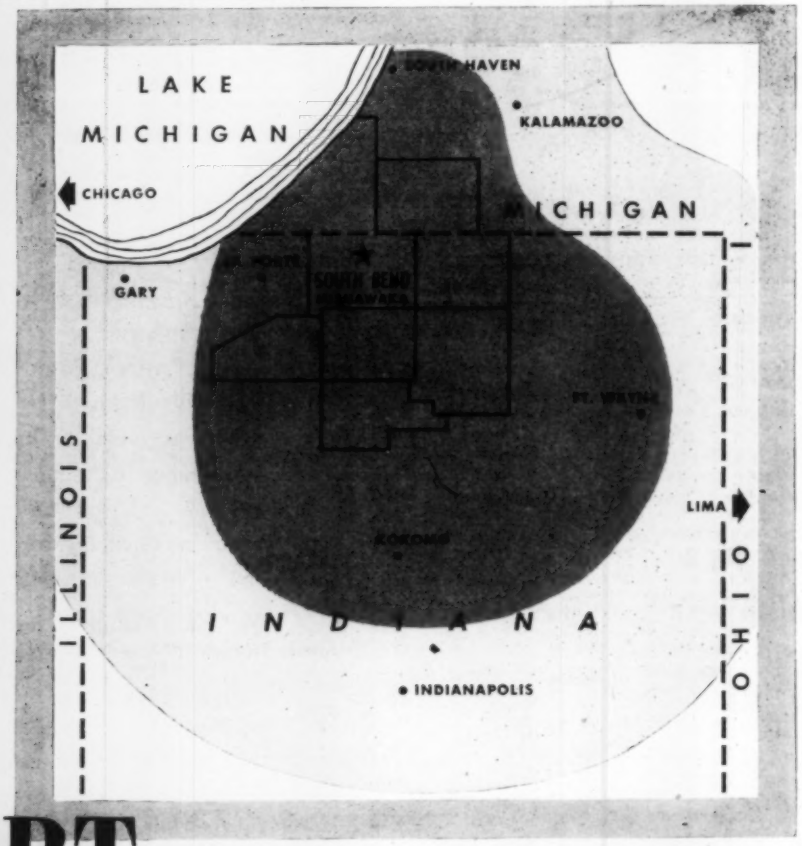
1. Is it feasible, considering research and developments in land mobile radio equipment, further to reduce the separation between assignable frequencies in the 152-162 mc band, preferably to some sub-multiple of 60 kc such as 30, 20, 15, or 10 kc in order that stations using improved equipment could operate on frequencies spaced closer together?

2. Assuming that it is technically feasible to produce equipment for operation on frequencies separated by 30, 20, or 10 kc, will the cost of such equipment be greater, and, if so, to what extent greater than equipment now in use?

3. Assuming that narrower bandwidth equipment is technically and economically feasible, what are the suggested methods to be followed in the transition from the present 60 kc separations between assignable frequencies to a narrower separation in the 152-162 mc band?

4. In the 450-460 mc band a separation of 100 kc between assignable frequencies is presently used. Your comments on questions 1, 2, and 3 as pertaining to the 450-460 mc band are requested.

5. With relation to application in the land mobile services, what are the relative merits of FM techniques throughout the range of practical deviation ratios compared to the merits of other techniques under various methods of modulation and including single sideband?



WSBT SELLS A MARKET THAT'S UP

The South Bend-Mishawaka trading area, always a rich and responsive market, is UP. This is the heart of the primary area that WSBT saturates—with listener ratings above network averages. The primary area is up in population from 1,577,900 to 1,798,000. Up in retail sales from $1,435,547,000 to $1,597,850,000 . . . In this important sales area, WSBT is the best loved voice—and the ONLY voice that covers the entire market. For bonus coverage, bonus listenership, bonus sales, it's WSBT—the bonus buy!

WSBT SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

"We're from Milwaukee and we want you to see that your $ $ $ go farthest on WEMP"

HIGH HOOPERS! LOWER RATE!

PROBLEM: How to budget $125.00 per week in Milwaukee?

ANSWER: On **WEMP:***

$108 per week buys 14 - 1 Min. or 100-word Announcements for 52 weeks

5 ti. weekly in the "Coffee Club", 3.5 Hooperating

5 ti. weekly in the "1340 Club", 4.6 Hooperating

4 ti. weekly in the "Old Timers Party", 4.2 Hooperating

Total Daily—12.3 Hooperating*

Total Weekly—57.3 Hooperating

ON NET STATION #1*

$122.50 Buys 5 - 100-word Announcements for 52 weeks

5 ti. weekly in the Early Morning Show, 6.6 Hooperating

Total Daily—6.6 Hooperating*

Total Weekly—33.0 Hooperating

Note: Computation is for 100 words on Network Station #1. For 1 Min. cost would be $203.75 per week.

ON NET STATION #2*

$116.20 Buys 5 - 1-Min. or 100-word Announcements for 52 weeks

5 ti. weekly in the Noonday Program, 4.8 Hooperating

Total Daily—4.8 Hooperating*

Total Weekly—24.0 Hooperating

*All Hooperatings based on Oct.-Feb., 1951 Comprehensive using highest individual 15-minute strip rating, 8:00 A.M.-6:00 P.M.

For $50, $75, $100, $150 or more, you can buy

2 times the audience of Network Station #1

2½ times the audience of Network Station #2

Join other shrewd national advertisers using high-rated, low-cost saturation schedules on one of the nation's strongest independent stations!

WEMP

24 HOURS OF MUSIC, NEWS AND SPORTS

HUGH BOICE, General Mgr. • HEADLEY REED, National Rep.

DEFENSE BONDS

Ad Council Plans Drive Aid

THE Treasury's First Defense Bond Drive, described as the largest bond-selling campaign since the wartime Victory Loan, will open on Labor day and extend through Oct. 27, officials announced last week.

Plans for the campaign, with radio and television assigned heavy roles in its promotion, were announced last week at a luncheon in New York.

The forces of advertising will again be mobilized by the U. S. Treasury Dept. "to bring to all Americans the story of the First Defense Bond Drive," Elihu E. Harris, director of Advertising for the Treasury's Savings Bond Division, asserted.

"Advertising has been the miracle salesman in the bond program, both during the war and since. It has created a backlog of almost $50 billion in Savings Bonds in the hands of individuals. The total today is considerably greater than at the peak of the wartime period."

Through the Advertising Council, all advertising media will contribute to the drive. Agencies serving as the task force include G. M. Basford Co., handling TV film spots and business publications (Walter Mulhall, account executive; Eugene Reichert, TV); Dancer-Fitzgerald-Sample, for radio network commercials (Paul Gioni, creative contact); Schwimmer & Scott, for radio spot announcements (Fred Vosse, contact), and, handling various other media, Campbell-Ewald Co.; Foote, Cone & Belding, Albert Frank Guenther Law, Schwab & Beatty, and J. Walter Thompson Co.

Talking over plans for the coming Bond drive (l. to r.): John K. Koepf, associate chief, radio and television, Savings Bond Div., Dept. of Treasury; Mr. Mulhall; Mr. Harris, and Edmund J. Linehan, chief of radio and television for Savings Bonds Div.

* * *

Thomas H. Young, director of advertising of U. S. Rubber Co., is council coordinator and Henry C. Wehde is council campaign manager. John T. Gibson is the government liaison in the White House.

Special guest-star programs, 15-minute transcriptions presenting radio, stage and screen stars, already have been scheduled for release to 2,800 AM and FM stations, officials reported.

Fairfax M. Cone, chairman of the Advertising Council and chairman of the board of Foote, Cone & Belding, called it the largest bond-selling drive since the Victory Loan.

WBML

Macon, Georgia

announces

the appointment of

Headley-Reed Company

as

exclusive national representatives

EFFECTIVE

July 26, 1951

WBML • WBML-FM

Affiliated With

AMERICAN BROADCASTING COMPANY

HUELSER NAMED

To ABC Sales Service Post

APPOINTMENT of George W. Huelser, formerly with Dancer-Fitzgerald-Sample, as radio network sales service manager for ABC was announced last week by Charles T. Ayres, vice president in charge of radio sales.

The network also announced that Lillian Dishian, supervisor of cooperative sales promotion, has been advanced to manager of spot and cooperative program sales promotion in the radio division, and that William P. Sedgwick, with ABC for the past year, has been promoted to sales development manager for spot television sales for the network. Both appointments are effective Wednesday (Aug. 1).

In the post of radio network sales service manager, Mr. Huelser takes over the duties formerly executed by Thomas P. Robinson, who recently was promoted to business manager for network television sales. At Dancer-Fitzgerald-Sample Mr. Huelser was assistant timebuyer for the Sterling Drug account. He formerly was a timebuyer for Cunningham & Walsh.

Baseball Hearing Set

SEN. ED C. JOHNSON (D-Col.) is slated to testify Aug. 10 before the House Judiciary Monopoly Subcommittee on baseball's reserve clause. Hearings are to be held July 30-Aug. 10. Committee Chairman Emanuel Celler (D-N. Y.) announced last week. Questionnaires have been sent out to various sportswriters asking comment among other things on the question of baseball broadcasts.

NBC CENTER

Has Burbank City Council's O

WITH all legal steps having be cleared, approximately 19 acres Burbank (Calif.) city-owned la which NBC is buying as part its proposed new $25 million We Coast Radio-Television Center, g into escrow this week.

The Burbank city council pass an ordinance last Tuesday clear the way for purchase [BROADCAS ING • TELECASTING, July 2 Following publication, ordinan goes into effect midnight Aug. 2 With price $263,287.50. Sale mu be completed by Aug. 31.

Agreement also calls for NB to notify the city council n months in advance of its intenti to build. Time specified is to gi city officials ample time to co struct a flood control on adjoinin property with NBC to pay 17% cost involved, it was explained.

City-owned property adjoins acres NBC is buying from Warne Bros. for reported $750,000. A rangement with Warner Bros. al assertedly involved rental use sound stages and other facilitie of the film studio.

NBC Western Division executive continue to deny any immedia building plans on the approximat 50 acres. The agreement wi Burbank stipulates a radio-T center must be built on the land.

HALLOCK HOFFMAN

Standard Record Head Die

PRIVATE funeral services fo Hallock E. Hoffman 55, head o Standard Record Manufacturin Co., Pasadena, Calif., were held a Turner & Stevens Chapel, Pasa dena, last Wednesday. Crematio followed at Forest Lawn Memori Park, Glendale. He died July 2 following heart attack at the hom of a brother of Paul G. Hoffman president of Ford Foundation.

Surviving are his widow, Mrs Frances Cady Hoffman; a daughte Nancy Lott Hoffman; two sister Mrs. Marjorie Bowles of Ranch Santa Fe, Calif., and Mrs. Virgini Germond of Healdsburg, Calif., an his brother Paul.

BEAUMONT & HOHMAN

INCORPORATED

takes pleasure in announcing its selection as the advertising agency for

Radio Station

WOW, Inc.

including both WOW and WOW-TV

Effective Aug. 1, 1951

Omaha office: J. B. Mayo
638 Insurance Building Manager

WERE PULLS MAIL!

Request for Continuation!

The Rosary received over 10,751 letters in one week.

7:45 – 8:00 P.M. Mon. Tues. Thurs. Fri.

Razor Blade Offer!

One announcement pulled more than 1,843 replies.

7:00 – 7:05 A.M. Mon. thru Fri.

Lipstick Offer!

One announcement on 4 newscasts in one day pulled over 1,060 replies.

9:00 A.M.
1:00 P.M.
11:00 A.M.
4:00 P.M.

The O. L. Taylor Company – National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE

the ALLAN JONES show

52 brilliant half-hour shows featuring the Hollywood singing star, Allan Jones, plus England's 60-voice Luton Girls Choir and the Sidney Torch 40-piece modern Concert Orchestra—with Allan Jones voice tracks opening, closing and introducing featured numbers.

THE TOUCH OF YOUR LIPS • IN THE STILL OF THE NIGHT • IT'S A GRAND NIGHT FOR SINGING • THE
KASHMIRI SONG • THE WAY YOU LOOK TONIGHT • THE SONG IS YOU • JAMAICAN RUMB
SPRING WILL BE A LITTLE LATE THIS YEAR • THE WORLD IS WAITING FOR THE SUNRISE • PALE MOON •
MINE ALONE • THAT OLD BLACK MAGIC • RIDERS IN THE SKY • A NIGHT AT THE OPERA • SABR
COPATED CLOCK • THE MONKEY AND THE ORGAN GRINDER • JUMPING BEAN • DONKEY SERENADE • CORO
LOVER • DEARLY BELOVED • DON'T BLAME ME • LA GOLONDRINA • THE LOVE SONG OF RENALDO • RO
ROSALIE • COSI COSA • LITTLE GRAY HOME IN THE WEST • DAYBREAK • TREES GROW IN GROSVENOR SQU

The Biggest Musical Productions on Transcription!

The "Allan Jones Show" is one of NINE special star-studded shows in the Lang-Worth Library Program Service. Talent and production-wise they match the BEST in commercial network shows. Through syndication, they are available for sponsorship at all Lang-Worth member stations for local station time plus a small service fee.

The "Allan Jones Show" will start mid-September—See your local station NOW for time availability.

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

WESTERN OFFICE
LANG-WORTH Feature Prog. Inc.
14579 Benefit St., Sherman Oaks, Cal

CANADIAN OFFICE
S. W. CALDWELL Ltd.
80 Richmond Street West, Toronto

editorial

Main St. & Madison Ave.

SEVERAL MONTHS ago, when the network rate cuts were first announced, we editorialized that the national radio advertising buyers' strike was caused largely by emotional reasons. New York advertisers and agencymen had set out to kiss off radio because they and their wives and families were spending most of their time with TV and therefore they jumped to the emotional conclusion that this must be so everywhere.

It's easy to see just how wrong that reasoning was when you look at the statistics in a BROADCASTING TRENDS survey published in this issue. From May 1950, to May 1951, the period when the New York advertising folk were shrugging off radio, local advertisers increased their expenditures in radio spots by a national average of 14.1%.

We've never known any local retailer who could afford advertising that didn't pay off. So the increase of their radio spending must indicate that they think radio is not only as good as it ever was, but better—by 14.1%!

Those ornate offices along Madison Ave. would not exist if hundreds of thousands of retail stores along Main Street did not do a healthy business. It's about time, we suggest, that Madison Ave. went out on Main Street to find out what goes on in advertising where it can be measured on the cash register.

In Godfrey We Don't Trust

IT HAS BECOME a standard device of American press-agentry to enlist popular movie and radio stars, no matter how unqualified they may be to speak on matters outside their profession, in campaigns on behalf of political or economic causes that are suffering a want of public attention.

Whether the device is good or bad, we fear it has acquired the status of a fixture in the press agent's bag of tricks. As a consequence of their espousal by Hollywood or Broadway luminaries, a good many weighty topics have been presented to the public in an atmosphere containing more glamour than illumination. A case in point is that of price control and Arthur Godfrey.

There can't be any doubt that Mr. Godfrey is a peer among experts in playing the ukelele, acting as master of ceremonies and delivering unique commercials. Whether he should also be considered an expert on international affairs and the domestic economy, despite his professed tutelage by Bernard Baruch, is questionable.

To a great many people, Mr. Godfrey speaks as an authority, a man to be trusted. These people are not apt to discriminate between the credibility of Mr. Godfrey as an expert on Lipton's tea bags and the credibility of Mr. Godfrey as an expert on price control.

It is Mr. Godfrey's right to believe what he likes and espouse it in private conversations. It is not his right, however, to use his vastly popular radio and television programs as a platform for his views on questions with which he cannot have more than ordinary familiarity.

CBS has an unusually able staff of news experts who can be considered informed on such questions. If any view is to be expressed, it should come from them and not from an entertainer whose training fits him exclusively for entertainment.

Cutting TV Corners

BY COORDINATION and team-work, plus the restiveness of the public for television in unserved areas, it may be possible to thaw the great TV freeze of 1948 sometime next year. Simple arithmetic proves that there can be no resumption of licensing any earlier.

The FCC last week cut some corners by deciding that oral presentations can be dispensed with legally. This should save months of futile talk.

The freeze was imposed nearly three years ago because the FCC concluded that its original engineering was in error. There was great tumult over tropospheric interference and the havoc it would cause if allocations were made as first projected. So the FCC—in 1948—stopped the processing lines. That's where they stand today, with 107 stations in 63 markets. And, in recent months, the word troposphere hasn't been mentioned.

Whether or not the freeze was justified is an argument that gets nowhere. The effort now is to get the TV show on the road. Any radical deviations from the approved procedures, any innovations in allocations proposals, could only result in additional delays.

Out of all of the confusion of the past has emerged an affirmative procedure for resumption of TV licensing. The artificially stimulated educational reservations are to be coped with too, but here the solution may well come by default, as it did in aural broadcasting. There isn't the money, or even the inspiration among educators, to take on the obligations of television station operation on anything approaching the grandiose 10% reservations made under the forced draft of politically-minded people waving the educational emblem.

The FCC's plan for area presentations and for priorities for non-TV markets, appears well-merited. The Commission, as it proceeds, may find other means of expediting its procedures.

Let's assume there are three facilities earmarked for a given market. There are five applications. Two of the applicants—with concededly excellent qualifications—apply for two separate facilities on a non-competitive basis. The other three apply for the remaining channel, convinced they would have little chance against the eminently qualified applicants—whether newcomers or old-timers.

Under current procedure, the FCC would force all five applicants for the three facilities into a battle royal. There would be hearings and probable litigation. The community would be deprived of service in the interim. And the two uncontested applicants, in any equitable proceeding, should win anyway.

The law, implemented by the FCC's own regulations, requires the Commission to grant the applicants who are uncontested, provided all other requirements are met. It has been that way in AM from the start. It seems to us it should be that way in TV. In this hypothetical case (and there doubtless will be dozens of them) two TV stations could be authorized as soon as the freeze is thawed. The other applicants would go into a competitive proceeding for the remaining facility.

We hope the FCC in its effort to meet public demand, will re-examine these procedures. By simply adhering to its own rules, it could provide greatly needed service to many areas coincident with the freeze end. It could have no misgivings about the qualifications of those uncontested applicants, since obviously they would meet the Commission's most exacting requirements, even to the degree that no others would venture to apply for the same facilities.

our respects to:

BERNARD WEINBERG

FAILURE is sometimes a sure way to success.

Take the case of Bernard Weinberg who was advertising manager of the high school paper during his senior year back in 1924. This lad was told, upon graduation, that he was "the worst advertising manager" the school ever had to put up with.

A less courageous soul might have abandoned advertising forever. Not so Bernard Weinberg. He not only carried on to become advertising manager of the U. of Southern California paper, *The Trojan*, but is now directing as owner-head, one of the leading Los Angeles advertising agencies, the Milton Weinberg Adv. Co., into its 28th year of business, nine of them under his hand alone.

Of course he may have gathered confidence from the reason the teacher had for labeling him "the worst advertising manager." Interested in the editorial side of the paper, her complaint was that he sold so many ads they left little room for editorial copy in the issues.

Not that young Weinberg aspired toward the advertising profession. He intended to become an attorney. He stuck with these intentions up to his third year at USC. The summer before his senior year his brother Milton, who had started an advertising agency in 1924, asked him to help out during the college vacation. That was in 1927; Bernard Weinberg still hasn't left his desk.

Not too long after joining the agency as general assistant Mr. Weinberg proved his abilities from pencil-sharpening to space buying to the point that he was made partner in the growing agency. In 1942 Milton Weinberg died suddenly of a heart attack; Bernard Weinberg then took over complete management of the agency.

Continuing an agency both in the face of a personal loss as well as the loss of an expert advertising man who had pretty well won the confidence of the industry was a challenge to the new head of the organization. Mr. Weinberg met that challenge both with the valuable training from his brother and through his own initiative.

Following the pattern set down by his brother, he has continued to maintain a not only successful but highly reputable advertising agency in a city overwhelmed by agencies large and small, reputable and otherwise, by a simple formula, honesty—for which he says there is no substitute—and personal attention.

An ad man, he contends, should know his

(Continued on page 66)

In Northern California

MORE PEOPLE LISTEN — more often — to KNBC

than to any other radio station

KNBC's 50,000 watt *Non-Directional* transmitter reaches *all the markets* of Northern California...

KNBC has the *biggest and most loyal* audience in the San Francisco-Oakland Metropolitan Market — the *seventh largest, fastest-growing* major market in America.

And as a plus, KNBC penetrates all the rich, fast-growing markets *throughout* Northern California. PLUS MARKETS like Stockton-Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach *all* these markets — in *one, big economical package*. KNBC sales reps will show you how...

KNBC delivers MORE PEOPLE (in one package!) — at LESS COST per thousand — than any other advertising medium in Northern California.

PLUS-Market Case History
Stockton-Modesto

- Population — 327,300, an increase of 56.5% from 1940-1950
- Effective Buying Income* — $479,821,000, an increase of 176.4%
- Retail Sales* — $357,807,000, up 221.7%
- KNBC Audience — Week after week, over four-fifths of the radio families listen regularly to KNBC

*Sales Management's 1951 Survey of Buying Power

KNBC

Northern California's NO. 1 Advertising Medium

50,000 Watts — 680 K.C. San Francisco Represented by NBC Spot Sales

XUM

front office

MARSHALL H. PENGRA, part-owner and former general manager WATO Oak Ridge, Tenn. [BROADCASTING • TELECASTING, April 30], takes over general managership of KGKB Tyler, Tex.

Mr. Pengra

RALPH E. DENNIS, manager spot sales ABC-TV, transferring to network's TV sales department, as account executive effective today (Monday). With ABC and its predecessor Blue Network since 1942, he was eastern spot sales manager and network spot sales manager before being named manager of TV spot sales when ABC separated radio and TV operations into two divisions. DON L. KEARNEY, TV program manager The Katz Agency, N. Y., will succeed him as ABC-TV spot sales manager.

FRED N. DODGE, national director, trade extension division *The American Weekly* magazine, to NBC as director of merchandizing for NBC Radio Network. He has had 37 years of sales experience, including 15 years with *American Weekly* and *Puck—The Comic Weekly* and previous service with McManus Inc., Detroit, and Lambert & Feasley, N. Y.

Mr. Dodge

EDWARD P. BARNETT, manager KWIN Ashland, Ore., called to active duty with Army, as major. DOYLE D. SEELY, program director KWIN, succeeds as manager.

GEORGE A. VOLZ, vice president Gardner Adv. Co., St. Louis, named general manager WEW St. Louis, succeeding DANIEL P. O'CONNOR, resigned.

HEADLEY-REED Co., N. Y., appointed national representative for WORC Worcester, Mass.

ROBERT J. SAVAGE elected vice president and named general manager KLUF Galveston, Tex. He was sales promotion director WLW Cincinnati.

THOMAS L. DAVIS, general manager WAAF Chicago, to WAIT Chicago, as general manager.

CLAUDE FRAZIER, commercial manager WAGA-AM-FM-TV Atlanta, Ga., appointed national advertising manager. JOHN W. COLLINS Jr. appointed advertising manager, handling local radio and television business. Mr. Frazier will be in charge of all national business for station.

Mr. Frazier

ED DAMRON, commercial manager WPKE Pikeville, Ky., appointed general manager, succeeding HAROLD KING, resigned.

CHUCK SWEENEY, account executive WCAV Norfolk, Va., appointed sales manager. ED RANDALL, account executive WLEE Richmond, and AL TYLER, account executive WNOR Norfolk, to WCAV, as account executives.

MONTE FASSNACHT named acting program director ABC-TV Chicago replacing FRED KILIAN, recently resigned to join Young & Rubicam.

WILLIAM WRIGHT, station representative, Toronto and Montreal, has sold his business to OMER RENAUD & Co., Toronto and Montreal station representation firm for an undisclosed figure. Wright's stations include CKAC Montreal, CKCL Truro, CKCR Kitchener, CKMO Vancouver, CKOX Woodstock, CHNO Sudbury, CKOK Penticton, and CKMR Newcastle. Omer Renaud & Co., had only French-language stations on its roster until acquisition of Wright list. At Toronto, Mr. Wright and Omer Renaud & Co. will share same offices at 44 King St., W., where Mr. Wright will continue in business as sales and speech training bureau for Canadian business firms.

H. NORMAN NEUBERT, merchandising manager for owned and operated stations division NBC, named manager of sales development, advertising and promotion for NBC's National Spot Sales Dept. He succeeds JACOB A. EVANS, recently named manager of radio advertising and promotion for NBC.

EWART M. BLAIN, account executive Free & Peters, N. Y., to CBS-TV Network sales staff, as account executive.

ROBERT J. CROSSWELL, NBC New York, to sales department WFIL Philadelphia.

SIDNEY W. SLAPPEY, assistant to manager and commercial manager WCFM (FM) Washington, appointed commercial manager WOL Washington.

JIM CAPUTO, advertising department Tidewater Associated Oil Co., S. F., to sales promotion staff KGO-AM-TV San Francisco.

PETER MILLER, publisher *News Tribune* La Salle, Ill., and owner WLPO La Salle, elected treasurer and director American Pictures Corp.

FRANK A. (Bud) BEREND, sales manager, NBC Western network, visiting New York, Philadelphia, Chicago, Minneapolis, St. Louis.

Good Morning... you bet!

March, April, May, 1951

Hooper in Chattanooga

Monday thru Friday	Station B	Station C	WDEF	Station D	Station E
7:30 to 8:00 A.M.	3.2	2.0	11.0	2.3	1.0
8:00 to 8:15	2.8	2.8	13.0	3.1	2.8
8:15 to 8:30	2.1	1.4	11.0	3.3	3.0
SHARE OF RADIO AUDIENCE					
	B	C	WDEF	D	E
8:00 A.M.—12:00 Noon	9.3	12.2	33.5%	21.1	22.3

WDEF
CHATTANOOGA
1370 KC
5000 WATTS
Carter M. Parham, President
REPRESENTED BY BRANHAM

FARMERS
Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

DISTRICT MEETS

NARTB Completing Plans

PLANS for NARTB's annual district meetings, slated to get underway with the District 4 session at Roanoke, Va., Aug. 23, were crystallizing at NARTB headquarters last week.

Selection of staff members by President Harold E. Fellows, who will make the circuit swing, and the form meetings will assume were revealed by C. E. (Bee) Arney Jr., NARTB secretary-treasurer.

Present plans call for active participation by Richard P. Doherty, NARTB employe-employer relations director; Robert K. Richards, public affairs director, and Ralph Hardy, government relations chief. Messrs. Richards and Hardy will divide chores for the series of meetings, with Mr. Richards taking part in western sessions and Mr. Hardy in eastern meetings.

Mr. Richards will address district delegates on such topics as news, public relations and the annual Voice of Democracy contest. Wage-hour details, employment in television and other subjects will be explored by Mr. Doherty.

NARTB plans to devote one and a half days of each district agenda to association activities, with the remaining half-day of the two-day sessions to be set aside for BAB discussion. William B. Ryan, BAB chief, is expected to attend at least some of the sessions, along with Carl Haverlin, BMI president. Advance interest in the sessions has been indicated by NARTB associate members, it was said.

Mr. Hardy will stress the active role being played by NARTB in industry and government affairs, touching on Congressional legislation and government agency regulations, probably including the recent construction order levied by the National Production Authority (see separate story).

John Hardesty and William K. Treynor, director and assistant director, NARTB stations relations department, also will make the district junket, though they are not formally scheduled to appear on the official program. They are preparing an industry presentation. Active participation will hinge on authorization by the association's board of directors (see membership story).

One change in the slate of district forums, which will be paced at the workshop level, involves District 3 (Del., Pa., W. Va. and part of Md.). Its two-day meet has been re-scheduled from Aug. 27-28 at Bedford Springs, Pa., to Nov. 12-13 at Pittsburgh.

NARTB MEMBERS

12 Added Since July 1

NARTB last week reported the addition of seven new AM, three television and two FM stations on its membership rolls since July 1, bringing the total to 1,437 active.

New AM outlets are KTBS Shreveport, La.; KCMJ Palm Springs, Calif.; WLIP Kenosha, Wis.; KVMA Magnolia, Ark.; WGCM Gulfport, Miss.; WBCC Bethesda, Md.; WGET Gettysburg, Pa. TV stations joining NARTB are WABD (TV) New York; WHBF-TV Rock Island, Ill., and WDTV (TV) Pittsburgh. DuMont Television Network also was accepted as a member. WGCM-FM and WBCC-FM represented FM additions.

The total of 1,437 compares to 1,459 compiled as of Jan. 19, 1951. FM dropped off, largely through the number of FM deletions recorded by FCC, it was explained, while curtailment of AM memberships was attributed to the usual seasonal slack. TV station members have jumped from 43 to 64 since January. Three cancellations, all FM, were reported since July 1.

Breakdown on total NARTB membership is as follows: AM, 947; FM, 359; TV, 63; network TV, 2; network associate memberships, 2, and other associate memberships, 64.

NARTB also reported it has received requests from WEWS (TV) Cleveland, Ohio; WCPO-TV Cincinnati, and KING-TV Seattle. Gates Radio Co. renewed its membership.

REGIONAL FORMED

Upper-Midwest Has 44 Outlets

A REGIONAL group of 44 stations serving Minnesota, Wisconsin, the Dakotas and upper Michigan has been organized as the Upper Midwest Broadcasting System, President Orville Lawson announced last week. He works out of the Minneapolis headquarters, serving regional or national agencies and advertisers who want to use any number of the affiliated outlets.

Group rates have been set, but there is "no basic required station," Mr. Lawson said. He is former sales manager of the Great Northern Broadcasting System, and since 1949 has headed his own station representative firm in Minneapolis.

Upper Midwest Broadcasting System was formed to meet the change in listening habits which followed the doubling of the number of "hometown" stations throughout the area in the past five years, he explained. He pointed out that the group is a regional sales organization rather than a regional network, "although permanent lines exist between many of the stations."

Loren Sorensen is sales manager, and Mrs. Edna H. Brautigam is secretary-treasurer. Minneapolis offices are located at 933-935 Northwestern Bank Bldg.

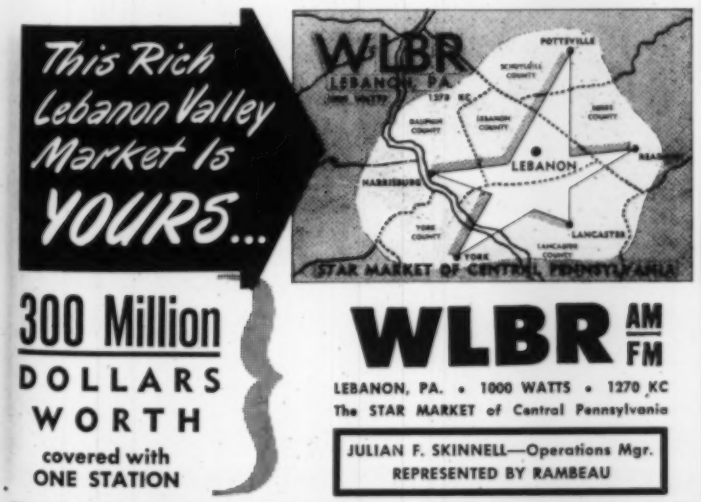
RADIO GALLERY

Salary Raise Signed

UPHILL battle waged for some 12 years by the Radio Correspondents Assn. on Capitol Hill to place the Senate and House Radio Galleries in the Capitol on an equitable salary basis with press and periodical galleries was climaxed July 20 with the signing of a pay measure (S J Res 71) by President Truman.

Salaries had been increased for the staff in the House Radio Gallery nearly two years ago but the Senate failed to raise the scale in the upper chamber's galleries last year. However, the resolution, introduced in the Senate by Sens. Allen J. Ellender (D-La.) and Olin D. Johnston (D-S. C.), called for the same increases to be provided in the Senate as in the House.

Pay scale is now set at a basic compensation of $4,700 annually for the gallery superintendents, D. Harold McGrath in the Senate and Robert M. Menaugh in the House; assistants in both galleries one at $3,000 and the other at $2,850, except for an additional assistant in the Senate at $2,500. Basic compensation is not the specific total salary received since there are sundry cost of living increases as determined by the Capitol's disbursing office.



HEY! Mr. Account Man!
See your time buyer FAST
and Tell Him . . .
"Phillips Sent Me"
"Red Hot and Blue" is the Mid-South's
Greatest Night Time Race Program!
Tennessee's Governor Browning says, "It's the Liveliest Program in the South." Patti Page says, "It's Terrific" . . . and 3,000 requests per week say, "We're buying because PHILLIPS SENT ME!" It's time to let Phillips send some your way!
Get Sales on "Q" . . . Others Do!
For Spot or Program Participation see . . . WEED!
Mr. "Q"
PHILLIPS SENT ME
RECORDED BY
LIONEL HAMPTON
JOE LIGGINS
and his
HONEY DRIPPERS
WHBQ "56 FIRST ON YOUR RADIO
MUTUAL IN
MEMPHIS, TENNESSEE

GIVEAWAY LAW

Explained to Wis. Group

WISCONSIN'S new law legalizing radio and television giveaways was clarified for the Wisconsin Broadcasters Assn. by Attorney General Vernon Thompson and his assistant, Vernon Platz, at the meeting in Green Bay July 20. The special session, called by President Ben Laird of WDUZ Green Bay, centered on the new law and its interpretation. Mr. Platz, special assistant in charge of crime, was the original author of an anti-giveaway opinion filed last fall before favorable legislation was introduced and passed.

Representatives from some two dozen stations also discussed the "high rates" paid the Wisconsin Intercollegiate Athletic Assn. for broadcast rights on stage high school basketball tournaments. Mr. Laird named John Walter of WJPG Green Bay chairman of a committee to investigate possibilities of getting lower fees. Working with him are George Frechette, WFHR Wisconsin Rapids, and Hugh Boice, WEMP Milwaukee. This committee, with others, will report back to the membership at the annual meeting in Milwaukee next October.

Special guests at the giveaway session in Green Bay's Northland Hotel were Ray Livesay of WLBH Mattoon, Ill., president of the Illinois Broadcasters Assn., and Rolland O. Looper of WHOW Clinton, Ill.

SPORTS FANS
in
WATERBURY
rely on

Speaking of Sports

with John A. Cluney

Mon. through Sat. at 6:30

Avery-Knodel will show you the Pulse survey that puts John Cluney in the Catbird seat in Waterbury. He's selling TV, clothes, and cigarettes in 30,000 radio homes. What can he sell for you?

WBRY

5,000 WATTS

CBS in Waterbury, Conn.

WALKER'S WARNING

Representative Raps Network Business Habits

A CALL to arms against network business habits, the ABC-United Paramount Theatres merger in particular, and the clear-channel case *en toto* was being circulated among the nation's radio stations last week by President Wythe Walker of The Walker Co., station representatives.

In the "preface" to his work—a 22-page document titled "The CCC Boys, the Supermen, the Networks and You," and decorated with a picture of a contented-looking pig—Mr. Walker set the tone and text of his alarum:

"I do believe that if you station owners don't fight back, that you might as well get a white wig, and a red bandana, call yourselves Uncle Tom and get ready to be sold down the river. (I'll have to go with you. We'll all be in the same boat.)"

He suggested a bid for acquisition of ABC by its affiliates, who "surely . . . know more of radio operation than do motion picture magnates" and who "certainly . . . have a greater claim [on ABC-owned stations' frequencies] than do movie people."

Urges Action

"The ABC affiliates, their Congressmen and Senators should wire and phone Wayne Coy [FCC Chairman] not to ask him to disapprove this sale, just to tell him that they dare him to permit it!" Mr. Walker declared.

The networks cut rates, he said, "because they haven't been doing a good selling job and they now hope to attract bargain hunters." He excepted Mutual.

How far will network rate cuts go? Mr. Walker offered this answer:

"I think they'll take a little cut there, a little nip here, then another little bite. . . . It's just like being nibbled to death by sheep."

Nor did Mr. Walker expect any help from FCC.

For one thing, FCC people "are simply too busy figuring where to put and what to do with their new magic lantern." For another, he said, "through seven chairmanships and 15 years, the FCC hasn't done one blessed thing to protect you against the networks and power house boys hogging the clear channels."

Striking especially at networks "barging into the wired national spot field," he cited an example where, he said, a station would get $50.46, less discounts, for business placed through its national representative, as against $7.50 from a network.

Mr. Walker had few good words for the clear channel group, except that "they are well organized, rich, ambitious, and smart." The "clear channel campers" and "supermen," he called them; "minute men," too, referring to their "patriotic" efforts against "encroachments" on U. S. channels by other nations under NARBA.

"I expect any day," he said, "to see Jimmy Shouse, Mr. Quall, and Victor Sholis* marching down Fifth Avenue, with bandaged heads, toting a flag, beating a drum and blowing a fife—Oh Lord, what a sight it will be—the spirit of 750 kw."

What to do? To stations, Mr. Walker offered this advice:

"I know, as do you, that all station owners consider themselves as rugged individualists; but you're going to have to forget your quirks and really organize. You are going to have to forget any so-called industry-wide ideals. Forget any 'let's all of us, networks and stations, combine to further our mutual interests.' Your ideals are as far apart as democracy and totalitarianism. Forget NARTB except as a social society, and get ready to battle."

He thought the nation's stations are powerful beyond their own realization: "There are more Congressmen and Senators obligated to some 2,300 AM individual stations than there are to the handful of network owned outlets combined. Point out to them that they'll have a hard time reaching the voters if you have to pull your plugs . . ."

* FOOTNOTE: James Shouse is board chairman of Crosley Broadcasting Corp., which operates clear-channel WLW Cincinnati; Ward Quall is director of Clear Channel Broadcasting Service, and Victor A. Sholis, former director of CCBS, is now director of clear-channel WHAS Louisville.

C. W. (Wes) Turner

C. W. (Wes) TURNER, who operated the Wes Turner Co., Arcadia, Calif., engineering firm dealing with construction and operation supervision in the radio-TV field, lost his life while rescuing his seven-year-old son at Newport Beach, Calif. Mr. Turner and his son had been swimming when they were caught in a sudden shift in the current. Somehow Mr. Turner managed to save his son but was himself drowned. Accident occurred July 6.

Crack In Ice

(Continued from page 23)

initial statements and exhibits Sept. 4; statements and exhibits directed against these are due Sept. 25, while final pleadings (legal briefs) and requests for oral presentation or cross examination are due Oct. 9.

Expert guesses now place final decision and lifting of the freeze at about February 1952, with a few new stations possibly on the air about fall of 1952. If the oral city-by-city hearing had been pursued, it was estimated the lifting of the freeze would have been delayed at last until late 1952 or sometime in 1953.

Observers continued mindful that many new stations, once the freeze is lifted, will have to go through extensive comparative hearings on their applications.

The Commission's partial thaw of higher power for exisiting stations, based upon provisions of the 1948 standards now in effect, under certain conditions would:

1. Allow "community" stations (three authorized) operating 500-w transmitters with less than 500 w power output to apply for special temporary authority to increase transmitter power to that figure, provided effective radiated power may not exceed 1 kw.

2. Allow "metropolitan" and "rural" stations operating 5 kw transmitters at less than 5 kw to file for an STA to increase transmitter output to that figure, provided (a) ERP may not exceed 50 kw and (b) where antenna height above average terrain exceeds 2,000 ft. the Commission may limit ERP to less than 50 kw.

One FCC spokesman interpreted the new provision to mean that a station now using full transmitter power with a low antenna might be able through modification of construction permit to switch to a new site with higher antenna and lower power (keeping same coverage area) and then secure an STA to boost transmitter power to the maximum allowable. The

KSWM
JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

Now in its *fifth year* of service. KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

order explained applications for changes in sites will continue to be considered in accordance with past policy under the freeze, i.e. retention of same coverage area.

FCC indicated the STAs would be granted for six month periods and would be subject to whatever changes may ensue from the final re-allocation.

No changes in frequencies or in station classification will be granted at this time, FCC stated.

Adoption of the "paper" presentation procedure was voted by the full Commission on Wednesday and issued that afternoon. The order to partially thaw power boosts for some existing stations—to which Comr. Robert F. Jones objected in a dissent without opinion—was adopted by the majority on Wednesday and released early Thursday.

By noon Thursday two stations —WTVJ Miami and WAVE-TV Louisville—had presented FCC with requests for power increases under provisions of the partial thaw. By late Thursday several other stations were understood preparing to file similar requests before the end of business Friday. Among these were WOR-TV New York, WHAS-TV Louisville and WTTV Bloomington, Ind.

Twenty-three applications have been pending for improved facilities for existing TV outlets. Many of these would have to be amended, it was believed, to qualify under the partial thaw plan.

Adopts Proposal

The Commission proposed adoption of the paper shortcut July 13 upon the petition of NARTB [BROADCASTING • TELECASTING, July 16, 9]. The formal pre-hearing conference on the proposal, held July 20 with over 200 parties appearing, found substantial support for the plan, FCC's final order noted last week.

With the exception of Allen B. DuMont Labs., Daily News Television Co., Pennsylvania Broadcasting Co., City Broadcasting Co. and Michigan State College, "all the parties participating in the conference supported or did not object to the adoption of a written proced-

(Continued on page 54)

PROCEDURE FOR FCC 'PAPER' HEARING

HERE ARE the pertinent provisions of FCC's order adopting its short-cut plan to expedite "hearing" of city-by-city allocation proposals:

5. Upon consideration of the pleadings filed with respect to the NARTB-TV petition, the Commission's Notice of Proposed Procedure issued July 13, 1951, the written comments filed pursuant to the July 13, 1951 Notice, and of the record of the pre-hearing conference held July 20, 1951, the following procedure is adopted for the remaining portion of these proceedings in lieu of the oral hearings now scheduled to commence on July 30, 1951:

a. The further oral hearings in the above-entitled proceedings now scheduled to commence July 30, 1951, are cancelled.

b. Any person who, pursuant to paragraph 12 of the Third Notice of Further Proposed Rule Making (FCC 51-244), issued on March 22, 1951 in these proceedings, has filed an appropriate comment or opposition with respect to Appendices C and D of the Third Notice, will be permitted to file sworn written statements or exhibits fully setting out their position in support of such pleadings. Parties who have heretofore filed such comments or oppositions may, if they choose, adopt such comments or oppositions, or any designated portion thereof, as their complete presentation with respect to any issue, by the filing of a sworn statement verifying the matters of fact set out therein.

c. Any person eligible to submit sworn statements or exhibits pursuant to subparagraph b above, will be permitted to submit sworn statements or exhibits directed against statements or exhibits offered by other parties pursuant to subparagraph b above.

d. Any statements or exhibits filed in accordance with subparagraphs b and c above which are not sworn to will not receive consideration by the Commission.

e. The Commission will, upon its own motion, or that of any proper party:

(1) Permit any party WHO HAS FILED A SWORN STATEMENT OR EXHIBIT IN THIS PROCEEDING in accordance with subparagraphs b or c above to make an oral presentation, in addition to the submission of such sworn statements or exhibits, with respect to any issue which in the Commission's judgment cannot be satisfactorily considered and disposed of without such oral presentation; and

(2) Order cross-examination of any person or party who has filed a sworn statement or exhibit in this proceeding in accordance with subparagraphs b or c above, if upon review of the statements and exhibits, it appears that relevant factual issues cannot otherwise be satisfactorily resolved.

f. Any party who has filed a sworn statement or exhibit pursuant to subparagraphs b and c above will be permitted to file a supporting brief with respect to any matter of fact or law raised by such statements or exhibits.

6. The Commission will not consider any sworn statements or exhibits, or any part thereof, filed pursuant to subparagraphs 5 b and c above which would have been inadmissible if presented as evidence in the oral hearings in these proceedings. Any party will be permitted to file a sworn statement or exhibit pursuant to subparagraph 5 c above if such party would have been eligible to cross examine witnesses, or offer rebuttal, had these proceedings been conducted orally. It should be noted that parties whose comments filed in these proceedings on May 7, 1951, were by their terms in conflict with other comments, will be entitled to file sworn statements or exhibits in accordance with subparagraph 5 c above even though specific oppositions directed to such other comments have not been filed.

7. In view of the fact that the issues raised by Appendices A and B of the Third Notice of Further Proposed Rule Making (FCC 51-244) are interrelated with those raised by the issues to be determined in the remaining portion of these proceedings, and in order to permit parties to make a full presentation of their cases, the Commission has decided not to finalize Appendices A and B at this time. However, sworn statements or exhibits filed pursuant to paragraph 5 above must be consistent with Appendices A and B, with the following express exception: If a comment or opposition with respect to Appendices C and D of the Third Notice deviates from Appendices A or B, a sworn statement or exhibit inconsistent with Appendices A and B may be filed pursuant to paragraph 5 above if such statement or exhibit is inconsistent with Appendices A and B only to the extent that the comment or opposition is inconsistent with Appendices A and B.

8. Fifty copies of any statement or exhibit filed in accordance with subparagraphs 5 b and c above, or any pleading or brief filed pusuant to paragraphs 5 e and f above, shall be filed with the Commission. Copies of such statements, exhibits, pleadings or briefs will be made available in the Commission's Public Reference Room, Room 8454, New Post Office Building, 12th and Pennsylvania Avenue, N.W., Washington, D. C., for use by the parties. Such statements, exhibits, pleadings or briefs will be available for loan for reasonable periods of time upon request in person or by mail. Parties are encouraged but not required to serve copies of their statements, exhibits, pleadings and briefs on all other parties whose interests are affected by such documents.

9. Statements or exhibits filed pursuant to subparagraph 5 c above shall be directed to the statements or exhibits of only ONE party, and shall clearly indicate on their face the party against whom such statements or exhibits are directed. Accordingly, parties desiring to file statements or exhibits pursuant to subparagraph 5 c above, directed against statements or exhibits of more than one party, shall file separate statements or exhibits.

11. All statements or exhibits filed pursuant to subparagraph 5 c above must be filed not later than 21 days after the statement or exhibit against which it is directed. Where a party's comment or opposition filed in these proceedings appears in more than one group in the Notice of Order of Testimony or Addendum thereto, statements, exhibits, pleadings or briefs shall be filed on the date specified for the first group in which such comment or opposition is listed.

The Commission's notice gave the following schedule of dates for the filing of direct evidence statements (second column); opposition and rebuttal statements (third column), and legal briefs or pleadings, and requests for special oral hearing (fourth column). The groups specified are those listed on a geographical basis in the list of appearances issued a fortnight ago, plus an addendum and corrections issued last week. Latter are given in main story.

Parties who have filed proper comments or oppositions and who are listed in one of the following groups contained in the Notice of Order of Testimony or Addendum thereto.	Sworn Statements or Exhibits filed pursuant to subparagraph 5 (b) above will be filed on or before:	Sworn Statements or Exhibits filed pursuant to subparagraph 5 (c) and directed against statements or exhibits filed under subparagraph 5 (b) above will be filed on or before:	Pleadings filed pursuant to subparagraph 5 (e) and briefs filed pursuant to subparagraph 5 (f) will be filed on or before:
Allen B. DuMont Laboratories Inc.; Parties who have filed oppositions to the comments of Allen B. DuMont Labs.	August 27	September 17	October 1
Groups A-F	Sept. 4	Sept. 25	Oct. 9
Groups G-M	Sept. 10	Oct. 1	Oct. 15
Groups N-R	Sept. 17	Oct. 8	Oct. 22
Groups S-W	Sept. 24	Oct. 15	Oct. 29
Groups X-AA	Oct. 1	Oct. 22	Nov. 5
Groups BB-EE	Oct. 8	Oct. 29	Nov. 12
Groups FF-II	Oct. 15	Nov. 5	Nov. 19
Groups JJ-NN	Oct. 22	Nov. 12	Nov. 26

In Greater Grand Rapids
...the most ears
are WOODpecked!

5000 WATTS
NBC

WOOD

GRAND RAPIDS, MICHIGAN

ALSO WFDF, FLINT; WEOA, EVANSVILLE; WFBM, INDIANAPOLIS • KATZ AGENCY

the facilities of
The XL Stations
constitute
the
dominant
advertising
medium
in the
billion
dollar
pacific
northwest
market

Pacific Northwest Broadcasters
Sales Managers
Wythe Walker — Eastern
Tracy Moore — Western

WPAT UPS RATES

Answers TV's Threat

WPAT Paterson, N. J., last week gave its answer to claims that television is cutting the heart out of radio.

Operating in the highly competitive New York-New Jersey radio-TV market, WPAT announced it will raise its rates "substantially" on Sept. 10 and may raise them again in 1952.

General Manager D. J. Wright said WPAT's audience is up more than 25% over 1950—and that "the strongest gains were made against the competition of prime evening television time." He cited Pulse figures as proof.

Further, Mr. Wright said, WPAT's business for the first six months ran 115.7% ahead of billings for the comparable period of last year.

"WPAT knows how to live with TV," Mr. Wright asserted in a statement circulated to advertisers and agencies. "And to prove the point, WPAT's strongest audience increases in the New York-New Jersey area in the past year are against TV competition *in the evening hours.*"

The station's new rate card, he said, will be issued by Aug. 15. Even after the increase, he reported, "WPAT's spot announcement rate *will still be 15 cents less* per thousand radio homes than the old rate in 1950."

He cited Pulse figures as showing that "in Bergen-Passaic Counties (225,000 radio homes) WPAT increased its audience by 20% (1951 over 1950) and has the largest audience of any New York or New Jersey independent station nine hours every day and the second largest audience eight hours every day. . . . In these same vital North Jersey counties against all New York and New Jersey stations, WPAT advanced its 1951 ranking in 45 quarter-hour segments, remained constant in 19, and lost ranking in but 41."

In a mail sample in January, he continued, Essex County produced "nearly double the combined return of Bergen-Passaic Counties which, in turn, paralleled the Bergen-Passaic Pulse for 1951."

KFRE Spot Soars

NATIONAL SPOT BUSINESS for KFRE Fresno, Calif., 50 kw, 940 kc, CBS affiliate, was up 71% for the fiscal year which ended June 30, according to Paul R. Bartlett, president and general manager. This increase was in spite of an 18% rate increase last September. The overall total sales volume increase of the station was over 25%. Summer business, Mr. Bartlett said, is 100% ahead of last year in the national spot classification.

Local Spot Sales

(Continued from page 25)

vision stations reported increases for 34.3% of stations compared with losses for 2.9%.

While the television impact on local sales was a decided factor the percentage of difference between television and non-television markets was not as great as some predictions have indicated. [BROADCASTING • TELECASTING, July 23]. Local business has increased substantially in television markets. In the spot announcement classification the number of stations showing this increase is within three percentage points of non-TV areas.

An analysis of the size of stations shows that increases and decreases were almost equally divided between small, medium and large classifications and between affiliates and non-affiliates.

L.A. AFRA PACTS

Three Independents Sign

NEGOTIATIONS for cost-of-living increases for staff announcers at the three remaining unsigned Los Angeles area independent stations, have been completed by the local AFRA chapter.

Last three to sign with AFRA were KXLA Pasadena, whose announcers gain increases to $93.50 from $85 weekly; KGIL San Fernando, with increase to $76.37 from $70, both effective June 1; and KIEV Glendale, where minimum salaries were raised to $75 from $70 with $5 annual increase until $90 weekly is reached. Previous rate had been $70 basic pay with $5 increases to $85. KIEV increases are retroactive to May 1.

As with other stations, vacations were increased from two to three weeks with pay.

Diehm Appointed

PENNSYLVANIA Gov. John S. Fine has appointed Victor C. Diehm, president and general manager of WAZL Hazleton, Pa., as state radio chairman for Pennsylvania Week, Oct. 15-21. Mr. Diehm, in turn, named the following district chairmen as his committee:

James Murray, chairman, KQV Pittsburgh; Charles E. Denny, WERC Erie; Charles H. Petrie, WISL Shamokin; Roy E. Morgan, WILK Wilkes-Barre; George J. Podeyn, WHJB Greensburg; Thomas Metzger, WMRK Lewistown; John S. Booth, WCHA Chambersburg; Roger Clipp, WFIL Philadelphia, and James Chambers, WHOL Allentown.

Versluis Injured

LEONARD A. VERSLUIS, owner of WLAV-AM-FM-TV Grand Rapids, Mich., and his son, Leonard Jr., escaped with minor injuries when their private plane, piloted by the younger Versluis, crashed on take-off at Harbor Springs, Mich., last week.

CREDIT RELIEF

House Votes For Set-Buy

RELIEF from burdensome cr restrictions applying to radio receivers, phonographs and ot household appliances was vo July 20 by the House, which pa the defense production bill adopted by a joint House-Sen conference committee last Thu day.

The provision for radio and sets conforms to that recommen by the House Banking & Curre Committee, which voted to e credit controls in answer to dustry demands. The Senate sion carried relief only for p chasers of automobiles [BRO CASTING • TELECASTING, June

As passed in conference Thursday, the amended econo control bill provides for lessen of the down payment from 25% 15% and easing of the matur payment date from 15 to 18 mont

The House also reversed earlier proposal which would h frozen wages and prices for a 1 day period from July 7.

Two more road blocks remain before the proposal is finaliz Clearance by both houses and pre dential signature. Mr. Truman h threatened a veto.

Demand for outright abolition so-called Regulation W was sou during House debate by R Wright Patman (D-Texas). He f that if it were abolished and peo use their money to buy TV s and other goods, that would rele the pressure on really scarce goo and help "keep down inflatio

President Truman also indirec added his voice to that of oth in opposing the relaxation of inflation curbs at this time. his mid-year economic report, t Chief Executive lashed out at e tremists who would "discard t whole structure of inflationa controls or shoot it full of hole He also told Congress that t Wage Stabilization Board is d veloping "fair and practical wa policies."

In This Two TV Station Market Served by Four TV Networks

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

24.2% more local advertisers bought time on Radio Station WOC, July 1, 1950-June 30, 1951, *than in any previous 12-month period . . .*

. . . local advertisers spent more money for time on WOC during this period, **14.4%** *than in any similar 12-months . . .*

Men who buy advertising at the local level . . . *the cash register level* . . . know what piles up those black-ink figures on their sales reports. Take your cue from the 215 local advertisers who use WOC. Buy at their *cash register level*—you'll buy WOC and you'll find your Quint-City sales skyrocketing.

WOC
THE QUINT-CITIES AM - FM ALSO TV
DAVENPORT, IOWA

Basic NBC Affiliate
5000 W—1420 Kc
Col. B. J. Palmer, president
Ernest C. Sanders, manager

National Representatives
Free & Peters, Inc.

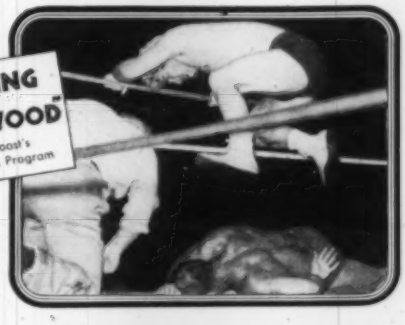
WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES IN
• ENGLISH
• JEWISH
• ITALIAN
RESPONSIVE AUDIENCE
MARKETS WITHIN
THE NEW YORK
METROPOLITAN AR
Send for WHO'S WH
Among Advertisers on
WEVD
117-119 W. 4
HENRY GREENFIELD, Mg. Director N.Y. 19

JULY 30, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

Nationally-Tested TV Shows on Film



Spectacular wrestling matches as only Hollywood can stage them. Red-blooded Main Events and Semi-Finals with nationally-known mat stars in 30-60 minute programs crammed with bone-crushing action. Film-recorded at KTLA, Los Angeles. Top West Coast TV sports event for 1949-50-51. Now shown in more than 20 markets.

Twice voted "Best Children's TV Show"—1949 and 1950—by The Academy of Television Arts & Sciences. Whimsical puppet adventure serial—12 minutes, five times weekly. Highest Hooperated multi-weekly TV show in Los Angeles for past several years. Now in 22 TV markets. Extensive promotion and merchandising tie-ups make this doubly attractive to sponsors everywhere.

Produced expressly for TV! The real Hollywood in 52 timely glamor-packed 12-minute films, each featuring several Movie Capital personalities at home, at work, at play. Fashions-in-the-making. Movie production secrets. Something for every member of the family. Photographed by Coy Watson. Running comment by nationally-known columnist Erskine Johnson.

Paramount's FILMED SHOWS offer spot advertisers tested top-rated entertainment at a fraction of initial production costs. Programs are available to advertisers in one or many TV markets. Also available to TV stations with privilege of resale to local advertisers. For prices and audition prints—write, wire, telephone:

Paramount Television Network

Paramount Television Productions, Inc.

National Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

Don't Underestimate Daytime Spot Television!

The large, responsive audiences and the remarkable sales reco being built on daytime TV make *today* the time for every a advertiser and his agency to explore this medium. As these succ stories from Blair-represented TV stations indicate, important fr chises are being developed *now* by those who know media val

The D. H. Holmes Department Store sponsors the "At Home" s over WDSU-TV, New Orleans. They sold $400 worth of Johns Magic Menders in 3 days, then pushed the menders with 3 short time TV announcements. Sales jumped 700% within two weeks!

WTVR Richmond televises the "WTVR Cooking School", s sored by Colonial Stores. A "television special" is featured e day and sells out consistently; the supply of recipe books c keep up with requests; favorable comment from store mana is unprecedented.

This kind of daytime action is typical of <u>all</u> *Blair-represented stations . . . for details call your Blair TV representative* today!

BLAIR TV INC.

New York, Chicago, St. Louis, Dallas,
Detroit, Los Angeles, San Francisco, Jacksonville

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

JULY 30, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

PROGRAM STANDARDS

NARTB Group Meeting Today

PRELIMINARY review of an industry proposal to adopt a standard of practice governing television's moral and social habits will get into swing today (Monday) when the NARTB Television Program Standards Committee meets in closed session at NARTB headquarters.

Heading the committee is Robert D. Swezey, WDSU-TV New Orleans, to whom many individual station operators earlier had submitted station logs for a specified week, May 6-12.

Out of the session is expected to come a clear indication as to who will draft the standards, on mandate of the nation's TV broadcasters, and whether the proposals will transcend standards to emerge as a self-enforcing code for the television industry. NBC already has adopted a set of standards.

TV programming issue, precipitated largely on the basis of complaints received by the FCC from various groups, resolves itself into the question of the licensee's responsibility in community affairs.

Possible Course of Action

It was felt that the NARTB group probably would appoint a subcommittee to work with the association's staff members on the proposed standards, reporting back to the full committee. The latter then would report its findings and conclusions to NARTB's TV members sometime in September.

Also hanging fire is the possibility of a survey among interested groups to determine specific objections to present TV programming. In the event the committee feels such a survey is needed, it will pass this recommendation on to the board of directors. Question arises, however, whether such a study would prove of sufficient value to warrant the budget expenditure.

TV station licensees already have taken a cold, calculated look at their own programming, conceding there is need for constant observation and improvement in the wake of protests filed with the Commission. Industry meeting was held June 22 at which time Sen. Edwin C. Johnson (D-Col.) and FCC Chairman Wayne Coy cautioned against so-called excesses lest another Blue Book emerge on the industry horizon [BROADCASTING • TELECASTING, June 25]. A resolution was offered by G. Bennett Larson, WPIX (TV) New York, and adopted by stations.

Programming standards, of course, go beyond the most commonly cited—"plunging necklines," multi-spotting and objectionable commercials. Lurking in the background will be the organized threat raised by educators, many of whom object categorically to any sponsored fare. Adoption of a set of standards is regarded, in some quarters, as an implied challenge to commercial telecasters to improve their programming, with an eye cocked to educational fare. A primemover behind the anti-commercial forces has been the National Assn. of Educational Broadcasters [BROADCASTING • TELECASTING, June 18]. The Ford Foundation also has been a spur.

Many To Attend

All but two members of the NARTB Television Program Standards Committee had accepted invitations late Thursday to the special session. Harold Hough, WBAP-TV Fort Worth, reported he would be unable to attend. No acceptance had been received from Donald W. Thornburgh, WCAU-TV Philadelphia.

Telecasters set to attend the meeting are:

Board members—Harry Bannister, WWJ-TV Detroit; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Paul Raibourn, KTLA (TV) Los Angeles; other members—Walter J. Damm, WTMJ-TV Milwaukee; James C. Hanrahan, WEWS (TV) Cleveland; J. Leonard Reinsch, WSB-TV Atlanta; Henry W. Slavick, WMCT (TV) Memphis; Davidson Taylor, NBC; James L. Caddigan, DuMont TV Network.

Participating in the session from NARTB will be President Harold E. Fellows; C. E. Arney Jr., secretary-treasurer; Dr. Kenneth H. Baker, research director; Thad H. Brown Jr., NARTB television manager and counsel; and Robert K. Richards, public affairs director.

NCAA'S TAB

Picked Up By Westinghouse

SPONSORSHIP of the National Collegiate Athletic Assn.'s "provision-riddled" 10-week TV football program will be underwritten by Westinghouse Electric Corp., it was announced last Wednesday, with the network to be selected shortly.

At the same time it was reported the NCAA may undertake a similar "controlled" telecasting plan in 1952, since it is uncertain that complete results can be obtained from a one-year experiment, and that Westinghouse also is eyeing next year's schedule with that in mind.

Announcement of Westinghouse's sponsorship of this fall's games was made jointly by Admiral Thomas Hamilton, retiring chairman of the NCAA's TV Steering Committee, and J. M. McKibben, vice president in charged of consumer products for Westinghouse.

Other Competitors

In securing rights to the telecasts, Westinghouse beat out bids by NBC, DuMont and Chevrolet Division of General Motors, and N. W. Ayer & Son for Atlantic Refining Co.

Basis for the acceptance of the Westinghouse bid was placed by Admiral Hamilton upon three elements: (1) "The method of research of the company, it's ability to meet research problems, and willingness to make the schedule flexible"; (2) The public relations ability of the sponsor in the promotion of college sports and (3) price.

An added factor in the selection of Westinghouse was also the fact "that the company for years has been closely associated with colleges and universities through intensive training programs, scholarship awards and graduate placement activities," it was announced.

Admiral Hamilton said: "Although all bids would have been acceptable, the proposal by Westinghouse answered all the questions better than any of the others did."

Individual negotiations will be carried out by the sponsor's agency, Ketchum, MacLeod & Grove, Pittsburgh, with the home team in the tentatively scheduled games, on the basis of a minimum price formula agreed upon by NCAA and Westinghouse.

It is expected that some 40 colleges, including those which had previously placed a ban on the telecasting of football, will participate in the experimental schedule, which is in effect for all Saturday games, from Sept. 22, to Nov. 24, Admiral Hamilton said. Stations in about 50 cities will be used to carry the games, and Westinghouse will shortly begin negotiations with Pacific Coast colleges and other teams in sections not covered by the interconnected network.

The 10-week experimental program, which presents seven games to each section of the country, with three blackouts in each region, will include, two network games (one originating in the east and one in the midwest); two Saturdays for inter-regional games (east to midwest and midwest to east); two Saturdays for regional games (east and west); and one sectional-regional game (with average of 5 or 6 stations carrying each game.)

Under the NCAA ground rules, each college is limited to two TV appearances, one home game and one game away from home.

Theatre Television, Skiatron, postgame films, and color television are free from restriction and are being encouraged by the NCAA to televise college football games, Admiral Hamilton said.

Strive for Accuracy

A Westinghouse spokesman said every attempt to cooperate with the NCAA experiment, will be made, in order to bring about accurate results for study.

Colleges of all sizes are expected to be included in the schedule which will cover most of the major teams of the East, Midwest, South and possibly the Far West.

One of the small colleges being considered by the agency for sectional-regional sponsorship, is Franklin and Marshall, in Lancaster, Pa., it was learned.

Announcement was also made that Admiral Hamilton will con-

(Continued on page 57)

DuMONT BLAST

Hits CBS System Again

APPEARING on the *Rutgers University Forum*, over WAAT Newark last Tuesday, Dr. Allen B. DuMont, president of Allen B. DuMont Labs, took the opportunity to blast the field sequential CBS system of color television and recommended that his listeners purchase only black-and-white TV sets.

Questioning Dr. DuMont on the program were Will Baltin, producer, Screen Gems Television Div., Columbia Pictures; Frederick Kugel, publisher and editor, *Television* magazine, and Robert Compton, staff writer for the Elizabeth (N. J.) *Daily Journal*.

Dr. DuMont described the development of color television and said that "unless color television is completely electronic, it will not be commercial."

He said he felt that the most popular television will be black-and-white for at least three more years, due to the expense to consumers for color TV, and he claimed that the shows that lend themselves best to color television are travelogues, fashion shows and gardening programs.

Dr. DuMont asserted that the field sequential system is impractical; that "the picture is of necessity small," and that one-third of the detail of electronic black-and-white is lacking. Loss of light by a mechanical system of color TV is another detriment to its acceptability, and the flicker caused by transmission of fewer pictures results in headaches, Dr. DuMont said.

He told his listeners that the FCC decision on color was premature; that at the time it was made, the mechanical system was "slightly" more advanced, but that further developments in the electronic system have produced superior results in color television.

Program also was to be broadcast over WDHN (FM) and WCTC-AM-FM New Brunswick, WTTM Trenton, WMTR Morristown, WSNJ-AM-FM Bridgeton, WJLK Asbury Park, WAWZ Zerepath and WTNJ Trenton, all New Jersey.

Checks Films

MOVIES telecast on WTMJ-TV Milwaukee will be checked against the records of the city's Motion Picture Commission to further gear its programs to "family entertainment." Under arrangement with the commission, WTMJ-TV will refer to past feature films for deleted scenes or dialogue. "We hope that as a result . . . our service to the television audience will be further improved," said Walter Damm, vice president and general manager of radio for the Journal Co.

ALTHOUGH known as the "infant medium," television has been in the CBS picture for 20 years. This photo was taken in 1930, as William S. Paley (2d from l), then CBS president, now chairman of the board, checked network TV plans with his technical staff. The following year, CBS opened station W2XAB in New York and started the first regular TV broadcasting schedule. L to r: E. K. Cohan, CBS technical director in 1930, now retired; Mr. Paley; H. V. Akerberg, then chief engineer, now vice president in charge of station relations; G. Stanley McAllister, then chief construction engineer and now a vice president of Lord & Taylor, New York department store.

CITES REACTION

WKRC-TV Extends CBS Show

CBS said last week that Cincinnati's reaction to its first look at color television was so enthusiastic that WKRC-TV, which had planned to carry color only from July 20 through last Saturday, has decided to continue the CBS color schedule for an additional week.

The Kroger Co., which demonstrated the color programs on CBS-Columbia "Colorvision" receivers in its stores in the area, requested WKRC-TV to extend the schedule until Aug. 4 and Hulbert Taft Jr., executive vice president of WKRC-AM-TV, agreed to do so, CBS reported.

The network quoted Mr. Taft as saying, at a showing for newsmen, that it was WKRC-TV's duty to "allow the public living within our viewing area to see this art to the extent to which it has been developed to date."

FCC HEARING

No Appearance—SMPTE

SOCIETY of Motion Picture and Television Engineers does not plan to make an appearance at the forthcoming FCC hearing on "channel assignments and related matters for theatre television," Peter Mole, SMPTE president, stated in a letter sent Thursday to the Commission.

Mr. Mole pointed out that as a scientific and engineering society, SMPTE is concerned with technical rather than commercial matters and that the field of theatre television has reached the stage where individual organizations appear qualified to express their own views. However, the letter concluded, if the FCC requests it, "SMPTE will assign to its technical committees the task of studying specific technical questions and will thereafter present to the Commission the technical opinions and data they can produce."

ART DIRECTORS

Bigger Role With Color

THE ART director is going to become a much more important man with the advent of color television in the opinion of Kai Jorgensen, board chairman for Hixson & Jorgensen Inc., Los Angeles advertising agency. Mr. Jorgensen has just returned from an extened visit to New York where he viewed color telecasting in addition to examining the television picture in general.

Where the "element of art direction in black-and-white telecasting is almost entirely neglected, need for balancing colors and matching them correctly means that top grade art directors will be a priority item for all color telecasts," he feels. He issued a warning to those locally concerned with commercials and programming to "start thinking now about how we are going to adapt our techniques and approaches when color video finally comes here."

Increased production costs would also come with color telecasting, Mr. Jorgensen pointed out. It will require working out of color schemes for programs. Set decorations, costuming and program props also become important factors, he said. "Color TV may be a great thing, but it's going to cause many video technicians to gnash their teeth" he stated.

THEATRE COLOR

20th Century Signs With GE

PLANS of 20th Century-Fox to present large-screen, full-color theatre television moved forward another step Thursday when the motion picture company announced that an agreement had been reached with General Electric Co. to manufacture TV studio equipment. It would provide full-color, high-definition pictures via the CBS system for the theatre company's Eidophor projection system.

The GE agreement was announced just one week after 20th Century-Fox had acquired rights to use the CBS field sequential colorcasting method in its Eidophor large-screen theatre TV reception system [BROADCASTING • TELECASTING, July 23]. The Eidophor system, developed at the Swiss Institute of Technology at Zurich, Switzerland, was acquired in February by the motion picture company, which itself plans to produce the theatre TV apparatus.

Dr. W. R. G. Baker, vice president of General Electric Co., said that GE engineers at electronics park in Syracuse will begin immediately to produce the special studio equipment, consisting of a simplified three-color TV camera and associated studio gear which, the announcement stated, will produce pictures of higher resolution than are available with present TV broadcast standards.

Program Plans

Program plans for the theatre TV system include "stage shows, whole operas, grand orchestral performances and outstanding variety shows," Spyros P. Skouras, president of 20th Century-Fox, said. These programs will be broadcast simultaneously to thousands of American motion picture theatre screens, he stated, pointing out that they will be designed specially for theatre reception and will in no way conflict with video programs produced for home reception.

Engineers of 20th Century-Fox, working with those of the Swiss institute, CBS and GE, hope to be able to demonstrate large-screen, full-color theatre television before the end of the year.

KLAC-TV Construction

AT an estimated cost of $45,000, KLAC-TV Hollywood has completed construction of new projection room, viewing theatre and dressing rooms at 1000 N. Cahuenga Blvd. The projection room, containing 378 square feet of floor space, will house the station's $100,000 worth of camera equipment, including two 16mm cameras, a 35mm projector with oversize magazine, two slide cameras and automatic card camera. Viewing theatre and dressing rooms each are 248 square feet.

DuMONT CHANGES

Gallery, Bergmann Shifted

REALIGNMENT of top DuMont TV Network personnel, with Tom Gallery becoming head of the sports department and Ted Bergmann succeeding him as sales director [CLOSED CIRCUIT, July 23], was announced last week by Chris J. Witting, director and general manager of the network.

Move is the first step in a program of network reorganization which Mr. Witting has been planning since his elevation to the top network post in June [BROADCASTING • TELECASTING, June 18], which will also include the establishment of a semi-autonomous operation for WABD (TV) New York, key station of the network.

Appointment of Mr. Bergmann, a member of the DuMont sales force since 1947, to the top sales job is the initial step, Mr. Witting said, in a coordinated plan to develop aggressively commercial support for the DuMont network among the top national advertisers and their agencies. Although only 30 years old, Mr. Bergmann is already a veteran video salesman, credited with handling a major part of the network's business.

Mr. Bergmann sold the *Old Gold Original Amateur Hour* program, one of TV's first big shows, which started on DuMont in 1948. He handled the sale of *Captain Video* to General Foods Corp., TV's first sale of five half-hours a week to a single sponsor. He brought Procter & Gamble Co., now the top TV network advertiser, into this field by selling the soap company a weekly series of *Fashions on Parade*. And he supervised the development of *Charade Quiz* from a local program sponsored by Whalen Drug Stores into two hour-long cooperatively sponsored network programs, *Cavalcade of Stars* and *Cavalcade of Bands*.

During the war, Mr. Bergmann served with the rank of captain as

Mr. Gallery

Mr. Bergmann

second in command of radio public relations on Gen. Dwight Eisenhower's staff in Paris, where he also had charge of SHAEF studio activities. Returned to this country in 1945, he was second in command of the radio branch of the War Dept. Bureau of Public Relations in Washington until his discharge in 1946. He joined DuMont in 1947.

Coincident with the appointment of Mr. Bergmann to the top network sales post, Mr. Witting also announced the promotion of John Bachem, veteran advertising salesman, to the position of assistant network sales director. After 14 years in the magazine field, Mr. Bachem entered radio with NBC, serving successively as account executive, eastern sales manager and assistant to the vice president in charge of sales. Transferring to CBS, he contacted major agencies in New York, handling the Camel and Campbell Soup accounts, and then had charge of the Philadelphia and southern territory for CBS for 12 years before joining DuMont in August, 1949.

Mr. Gallery's transfer from sales to sports returns him to a field in which he has been active since his motion picture acting days immediately following World War I. After promoting and managing large scale events on the West Coast, he moved east as manager of the Brooklyn Dodgers professional football team and later became general sales manager of the New York Yankees, heading the team's radio and television activities. Early in 1949, he left the Yankees to organize DuMont sales.

Mr. Gallery's new appointment as director of sports will entail the acquisition of major sports events for the network and their sale to DuMont clients. It follows his handling of the negotiations for the video rights to the Charles-Walcott fight, which secured the telecast for DuMont and the home TV audience, and his organization of the video set manufacturers to underwrite the project. In his new post, Mr. Gallery will take over some of the functions formerly handled by Leslie G. Arries Sr. Mr. Arries continues in the department.

INS SERVICE

Starts TV Wire Unit

A NEW wire service for TV stations was announced last week by International News Service, which said that in conjunction with the INS-Telenews daily newsreel it now offers "the world's first complete basic news service for television."

The new teletype circuit will transmit up-to-the-minute scripts for use with the newsreel film, INS explained. The teletype is entirely separate from the regular INS radio-newspaper circuits.

Summaries of latest news developments also are planned, to round out complete 15-minute newscasts for broadcasting by the local commentator on television.

"This is the initial step toward eventual establishment of round-the-clock television news service geared exclusively to the special needs of TV stations," the announcement said.

INS spot news photos also are available as a supplement.

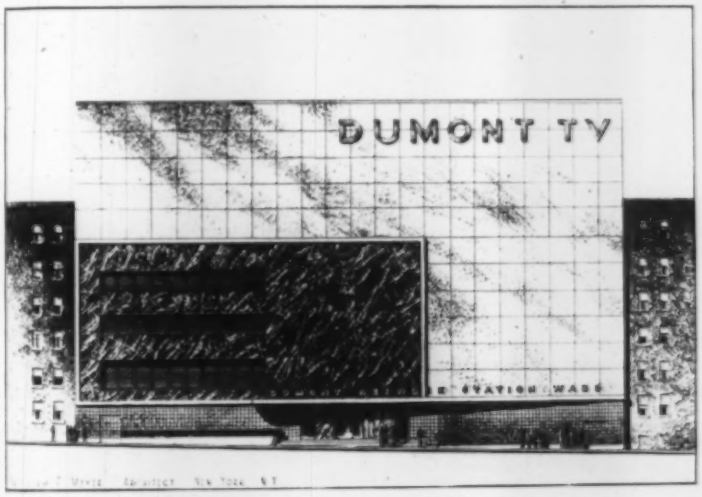
WRITERS MERGER

ALA and SWG Approve Plan

RECOMMENDATIONS of the third National Television Conference contemplating a reorganization of the Authors League of America, with the Screen Writers Guild becoming one of the member guilds, were approved Wednesday at concurrent meetings of the Authors League and the executive board of the Screen Writers Guild.

Pending reorganization, jurisdiction over writers for television was given to a Television Writers Group of the Authors League in the East, and to a Television Writers Group of the Screen Writers Guild in the West. The national television committee of the two organizations retains authority to handle all negotiations, with all former jurisdictional authorities over television rescinded. The league will service East contracts, the guild in West.

Announcement of the agreement was made jointly by Oscar Hammerstein 2d, president of the Authors League, and Earl Tunberg, president of SWG Guild.



Drawing of the Television Center (see DuMont story ➤).

Ups Incense Sales

RISE in sales of incense closely parallels increased distribution of television sets, according to L. V. Radkins, president of Hindu Incense Mfg. Co., Chicago. "People stay home more often and have more guests in their homes than they did before television became standard household equipment," Mr. Radkins said. "They want the fragrant atmosphere provided by incense."

N.Y. TV CENTER

DuMont Details Announced

DETAILS of the DuMont Television Center into which New York's old Central Opera House on East 67th St. is now being converted [BROADCASTING • TELECASTING, Jan. 15] were disclosed last week by Chris J. Witting, director and general manager of the DuMont TV Network. The network expects to utilize a portion of the seven-story building for program originations by Oct. 1, he said.

The two million cubic feet of space in the Television Center will provide the network with five studios for live telecasts, including a main studio 180 feet long by 70 feet wide, said to be among the largest in the East and capable of mounting the most elaborate video programs. Two more studios in the building will be used for coordination of film and remote programs. In addition, DuMont will concentrate there all of the network's technical facilities as well as its engineering and program staffs. The technical facilities will include master control, Teletranscription recording facilities, technical stock room and maintenance stock room.

The exterior of the DuMont Television Center will be styled in keeping with the medium it is designed to serve. Green tile, in which the DuMont identification will be imbedded, will provide the first floor outer walls, surmounted for the rest of the seven-story facade by white marble and limestone, unbroken save for a free form design and rows of windows.

William T. Meyer, architect, designed the plans for converting the former Opera House. The DuMont engineering staff, under Rodney D. Chipp, laid out and is supervising the installing of equipment, of the most modern DuMont design. Thompson Starrett Co. is doing the construction.

The new Center, for more than two years in the planning stage, will be completely functional, Mr. Witting pointed out. The Center, he said, will incorporate a number of features designed to cut program production costs, such as the construction of permanent sets which, with superficial changes, can be utilized in a number of ways. The space is being laid out for maximum use and to allow directors the greatest freedom.

Crack In Ice

(Continued from page 47)

ure in lieu of further oral hearings," FCC stated. Those taking exception, it was pointed out, "objected to any procedure which would preclude them from presenting oral testimony in these proceedings."

FCC also received numerous additional comments generally supporting its shortcut procedure, the Commission said.

Meanwhile, at a meeting Wednesday of New Jersey's Congressional representatives called by Sen. H. Alexander Smith (R-N.J.), the entire House delegation unanimously approved a resolution protesting FCC's failure to allocate any educational channels in New Jersey and asking oral hearing. The move came when it was learned FCC planned the paper procedure.

The petition by Westinghouse Radio Stations Inc., filed in late June and seeking presentation of its data by paper, was dismissed as moot.

Appearances Corrected

Among the corrections to the list of appearances by geographic group, the Commission added to Group A a counter-proposal at Honolulu by Pacific Frontier Broadcasting Co. and a supporting comment for FCC's plan by the Puerto Rican Dept. of Education, San Juan.

The correction also noted the Joint Committee on Educational Television "has filed a comment in this proceeding which supports each channel reservation for noncommercial educational stations proposed" by FCC's "third notice."

FCC said JCET's name "should be added to each group containing a city in which the Commission proposes to reserve a channel for noncommercial educational use. Where cities in which the Commission proposes to reserve channels are not listed in the Order of Testimony, the name of the Joint Committee should be added to each group which first contains the states in which such cities are located."

Termed the "Fifth Report and Order of Commission," the notice on partial thaw of power boosts outlined the three-year history of the re-allocation problem. The notice explained that following the freeze order of Sept. 30, 1948, FCC determined not to grant any applications for new facilities, excepting some on a case-to-case basis for modification of existing construction permits depending on the extent to which they were affected by the issues in the re-allocation proceeding.

The notice pointed out that since December 1948 "the Commission has clarified its intentions concerning the 'case-to-case basis' . . . In passing on these applications, the Commission has not granted applications for modification of construction permits where such grants would result in increased coverage over that resulting from the effective radiated powers and antenna heights specified in the applicants' authorizations outstanding on Sept. 30, 1948, the date of the Commission's 'freeze' order."

The notice added the Commission "has granted requests for lower powers and increased antenna heights which would result in coverage not in excess of that existing on the 'freeze' date. It has not granted increased powers and lower antenna heights since such increased power involved questions of increased tropospheric interference. It has issued partial grants in accordance with the above policy."

The Fifth Report reviewed the partial thaw proposals of the revised allocation plan issued in late March. This included proposals for new grants in the U. S. territories and some UHF grants in the U. S. in addition to power boosts for some existing VHF stations.

"In advancing the above proposals for a partial lifting of the 'freeze'," the Fifth Report explained, "the Commission recognized that the factors which called for a continuance of the 'freeze' on the construction of new VHF television stations in the United States were not the same, in all respects, as those relating to the Territories, the UFH band, and increased power for existing stations."

The Commission stated that in suggesting the possibility, in the revised allocation plan notice, of permitting increased power for existing stations "we recognized that this might be accomplished without encountering problems such as those which would arise if we permitted new stations to be constructed in areas having no service at present.

"Without prejudice to those areas not now having stations, we would be providing for a better service to the public from existing stations and would be creating a situation in which, as a general matter, existing stations could operate on a more nearly equal basis from the viewpoint of coverage—a condition which would contribute materially to the healthy development of the new television industry."

Of the 700 comments filed by parties pursuant to the Third Notice of late March, FCC said, only two comments opposed the proposal to increase power of existing outlets and "neither . . . advanced a single reason as to why the proposal should not be effectuated." FCC identified the comments as from WXGI Richmond, Va., and WKYW Louisville, Ky.

From a review of the many comments and oppositions on file respecting the Third Notice, FCC said it did not believe it "to be advisable at this point in the proceeding to permit increases to the power specified in Appendix A."

FCC's notice specified the following considerations will be applicable to such requests for special temporary authority:

(a) Community stations are permitted, pursuant to Sec. 3.603 of the Commission's Rules, to operate with a maximum effective radiated power of 1 kw and with an antenna height of 500 feet above average terrain. The Commission will consider requests by existing community stations (three in number) operating 500 watt transmitters with less than 500 watts power output for special temporary authority to increase transmitter power output to that figure, provided that the effective radiated power may not exceed 1 kw. Transmitters of more than 500 watts rating will not be authorized.

(b) Sec. 3.604 of the Commission's Rules permits metropolitan stations to operate with effective radiated power not in excess of 50 kw with antenna height of 500 feet. However, under the provisions of said Section, antenna heights in excess of 500 feet are permissible but such grants may be subject to reduced effective radiated power "so that the coverage (within the 5000 uv/m contour) shall be substantially similar to that which would be provided by 50 kilowatts effective radiated peak power and a 500 foot antenna." Under this rule antenna heights in excess of 500 feet have been authorized, but the Commission has until now limited effective radiated power so that the reduced power and increased antenna height would provide equivalent 5000 uv/m coverage. The Commission now will consider requests by metropolitan stations operating 5 kilowatt transmitters at less than 5 kilowatt power output for special temporary authorization to increase transmitter power output to that figure, provided (1) the effective radiated power may not exceed 50 kilowatts and (2), where antenna heights exceed 2000 feet, the Commission may limit effective radiated power to less than 50 kilowatts.

(c) Sec. 3.605 of the Commission's Rules provides for rural stations serving areas more extensive than those served by metropolitan stations, where the additional areas served are predominantly rural in character. This rule does not limit the powers and antenna heights of such stations and, prior to the "freeze," applications therefor were considered on a case-to-case basis. The Commission will consider requests by rural stations to use the same power proposed for metropolitan stations in subparagraph "(b)" above.

(d) Grants made in accordance with the provisions of subparagraphs "(a)", "(b)" and "(c)" above will be issued subject to the condition that they are without prejudice to any determination which the Commission may hereafter make with respect to outstanding proposals concerning Appendices A, B, C and D of the Third Notice.

(e) Special temporary authorizations issued pursuant to the above requests, and extensions thereof, will be limited to periods not in excess of six months.

(f) Applications by stations for changes in their classification will not be granted.

The FCC order amended Sec. 1.371 of its rules to effect the partial thaw.

EXISTING TV STATIONS

With Transmitter Operating Powers and Antenna Heights

HERE is a state and city listing of the 107 existing television stations showing their present transmitter powers and antenna heights above average terrain. Unofficial notations are included in some cases to show community stations and transmitter ratings where different.

Birmingham, Ala.—WAFM-TV, 5.0 kw, 875 ft.; WBRC-TV, 4.06 kw, 531 ft.

Phoenix, Ariz.—KPHO-TV, 5.0 kw, 400 ft.

Los Angeles, Calif.—KECA-TV, 5.0 kw, 3,041 ft.; KFI-TV, 5.1 kw, 3,100 ft.; KLAC-TV, 5.0 kw, 2,955 ft.; KNBH, 2.97 kw, 3,015 ft.; KTSL (KNX-TV), 1.1 kw, 980 ft.; KTLA, 8.0 kw (composite rated 8.0 kw), 2,921 ft.; KTTV, 5.0 kw, 2,345 ft.

San Diego, Calif.—KFMB-TV, 5.0 kw, 710 ft.

San Francisco, Calif.—KGO-TV, 5.0 kw, 1,261 ft.; KPIX, 4.9 kw, 540 ft.; KRON-TV, 5.0 kw, 1,325 ft.

New Haven, Conn.—WNHC-TV (community), 0.6 kw (rated 0.5 kw, ERP 1.82 kw), 510 ft.

Wilmington, Del.—WDEL-TV (community), 0.392 kw (ERP 0.476 kw), 480 ft.

Washington, D. C.—WMAL-TV, 5.0 kw, 515 ft.; WNBW, 5.0 kw, 330 ft.; WTOP-TV, 5.0 kw, 460 ft.; WTTG, 5.0 kw, 587 ft.

Jacksonville, Fla.—WMBR-TV, 5.0 kw, 440 ft.

Miami, Fla.—WTVJ, 0.44 kw, 306 ft.

Atlanta, Ga.—WAGA-TV, 3.4 kw, 531 ft.; WSB-TV (Channel 8), 5.0 kw, 545 ft.

Chicago, Ill.—WBKB, 2.8 kw, 650 ft.; WENR-TV, 4.42 kw, 660 ft.; WGN-TV, 1.93 kw, 585 ft.; WNBQ, 4.69 kw, 595 ft.

Rock Island, Ill.—WHBF-TV, 2.36 kw, 370 ft.

Bloomington, Ind.—WTTV, 1.0 kw (rated 1 kw), 215 ft.

Indianapolis, Ind. — WFBM-TV, 5.0 kw, 428 ft.

Davenport, Iowa—WOC-TV, 5.0 kw, 350 ft.

Ames, Iowa—WOI-TV, 4.14 kw, 560 ft.

Louisville, Ky.—WAVE-TV, 1.37 kw, 510 ft.; WHAS-TV, 0.89 kw, 529 ft.

New Orleans, La.—WDSU-TV, 5.0 kw, 390 ft.

Baltimore, Md.—WAAM-TV, 5.0 kw, 529 ft.; WBAL-TV, 5.0 kw, 540 ft.; WMAR-TV, 4.83 kw, 405 ft.

Boston, Mass.—WBZ-TV, 5.0 kw, 647 ft.; WNAC-TV, 5.0 kw, 500 ft.

Detroit, Mich.—WJBK-TV, 5.0 kw, 485 ft.; WWJ-TV, 3.35 kw, 660 ft.; WXYZ-TV, 5.0 kw, 485 ft.

Grand Rapids, Mich.—WLAV-TV, 3.5 kw, 490 ft.

Kalamazoo, Mich.—WKZO-TV, 2.35 kw, 500 ft.

Lansing, Mich.—WJIM-TV, 5.0 kw, 310 ft.

Minneapolis, Minn.—KSTP-TV, 5.0 kw, 560 ft.; WTCN-TV, 5.0 kw, 490 ft.

Kansas City, Mo.—WDAF-TV, 5.0 kw, 745 ft.

St. Louis, Mo.—KSD-TV, 5.0 kw, 530 ft.

Omaha, Neb.—KMTV, 3.53 kw, 591 ft.; WOW-TV, 4.7 kw, 590 ft.

Newark, N. J.—WATV, 5.0 kw, 595 ft.

Albuquerque, N. M.—KOB-TV, 5.0 kw, 48 ft.

Binghamton, N. Y.—WNBF-TV, 2.50 kw, 855 ft.

Buffalo, N. Y.—WBEN-TV, 5.0 kw, 335 ft.

New York—WABD, 4.0 kw (rated 4 kw), 640 ft. (old site); WCBS-TV, 1.873 kw, 910 ft. (old site); WJZ-TV, 0.815 kw, 1,378 ft.; WNBT, 1.42 kw, 1,445 ft.; WOR-TV, 2.04 kw, 975 ft.; WPIX, 3.5 kw, 560 ft. (old site).

Rochester, N. Y.—WHAM-TV, 3.81 kw, 497 ft.

Schenectady, N. Y.—WRGB, 5.0 kw, 832 ft.

Syracuse, N. Y.—WHEN, 2.78 kw, 380 ft.; WSYR-TV, 4.45 kw, 640 ft.

Utica, N. Y.—WKTV, 2.25 kw, 830 ft.

Charlotte, N. C.—WBTV, 5.0 kw, 1,110 ft.

Greensboro, N. C.—WFMY-TV, 0.5 kw (rated 0.5 kw), 470 ft.

Cincinnati, Ohio.—WCPO-TV, 4.4 kw, 695 ft.; WKRC-TV, 5.0 kw, 650 ft.; WLWT, 5.0 kw, 670 ft.

Cleveland, Ohio—WEWS, 5.0 kw, 640 ft.; WNBK, 4.2 kw, 620 ft.; WXEL, 4.1 kw, 725 ft.

Columbus, Ohio—WBNS-TV, 0.5 kw (rated 0.5 kw), 485 ft.; WLWC, 5.0 kw, 455 ft.; WTVN, 1.52 kw, 545 ft.

Dayton, Ohio—WHIO-TV, 5.0 kw, 570 ft.; WLWD, 2.95 kw (rated 3 kw), 490 ft.

Toledo, Ohio—WSPD-TV, 5.0 kw, 524 ft.

Oklahoma City—WKY-TV, 3.85 kw, 935 ft.

Tulsa, Okla.—KOTV, 4.76 kw, 480 ft.

Erie, Pa.—WICU, 0.333 kw (rated 0.5 kw), 165 ft.

Johnstown, Pa.—WJAC-TV, 3.5 kw, 1,120 ft.

Lancaster, Pa.—WGAL-TV (community), 0.277 kw (ERP 1 kw), 260 ft.

Philadelphia, Pa.—WCAU-TV, 4.41 kw, 670 ft.; WFIL-TV, 5.0 kw, 650 ft.; WPTZ, 5.0 kw, 720 ft.

Pittsburgh, Pa.—WDTV, 5.0 kw, 818 ft.

Providence, R. I.—WJAR-TV, 5.0 kw, 615 ft.

Memphis, Tenn.—WMCT, 5.0 kw, 640 ft.

Nashville, Tenn.—WSM-TV, 3.02 kw, 680 ft.

Dallas, Tex.—WFAA-TV, 5.0 kw, 350 ft.; KRLD-TV, 2.52 kw, 465 ft.

Fort Worth, Tex.—WBAP-TV, 5.0 kw, 490 ft.

Houston, Tex.—KPRC-TV, 5.0 kw, 502 ft.

San Antonio, Tex.—WOAI-TV, 5.0 kw, 480 ft.; KEYL, 50 kw, 440 ft.

Salt Lake City, Utah—KDYL-TV, 1.2 kw (rated 1.2 kw), minus 500 ft.; KSL-TV, 5.0 kw, minus 435 ft.

Norfolk, Va.—WTAR-TV, 4.96 kw, 367 ft.

Richmond, Va.—WTVR, 3.53 kw, 430 ft.

Seattle, Wash.—KING-TV, 5.0 kw, 410 ft.

Huntington, W. Va.—WSAZ-TV, 3.6 kw 590 ft.

Milwaukee, Wis.—WTMJ-TV, 5.0 kw, 320 ft.

NABET-IATSE BATTLE

ABC and NBC last week became arenas for the battling NABET and IATSE unions. NABET prevented an IASTE camera crew from entering ABC Television Center, Hollywood, to film the *Life With Linkletter* show, and served notice to NBC that similar action would be taken if it attempted to used IATSE crews for filming the Groucho Marx and Walter O'Keefe shows, scheduled in the near future.

Trouble started when John Guedel Productions rented a studio at the ABC Television Center for shooting the Linkletter film and brought its own camera crew composed of IATSE members. NABET which holds a contact with ABC as well as NBC, told the former network executives that if IATSE cameramen were brought in, NABET engineers and technicians would be pulled off the lot. IATSE represents a majority of the cameramen at motion picture studios.

Union Alternatives

Short of using NABET cameramen, the union offered ABC and NBC alternatives of making kinescopes, or filming the shows elsewhere with cameramen of their choice. Guedel took the first alternative, using NABET men, only to meet with refusal when the firm attempted to have the film processed. Processors are IATSE members. Shooting of the program is now at a standstill awaiting discussions with the sponsor, Green Giant Co., Minneapolis, and settlement of the union problem. Show is slated for telecasting on ABC-TV this fall.

A similar situation exists at NBC where Filmcraft Productions was scheduled to film a pilot strip of Walter O'Keefe in *Who Do You Want To Be?* last Saturday and is shooting Groucho Marx *You Bet Your Life* about Aug. 10.

Meantime, pamphlets continue to flow to confused radio and TV workers from both IATSE (AFL) and NABET (CIO) camps. Los Angeles Central Labor Council's radio and television organizing committee (AFL) is continuing its "look before you leap" campaign among workers on behalf of member unions IBEW and IATSE and has issued additional folders pointing out why radio and TV men should join or stay with an AFL union as opposed to CIO's NABET.

On the other side, NABET spokesmen have issued statements against what is termed a "smear campaign" by AFL against Roy Tindall, formerly IBEW business manager and now national representative for NABET.

Mr. Tindall told BROADCASTING • TELECASTING he plans libel action against the AFL Los Angeles Central Labor Council's radio and television organizing committee, its officers, member unions and others, for pamphlets issued charging him with leftist activities and responsibility for a Hollywood motion picture studio strike. Amount of damages to be requested has not been stated as yet.

Isidore Lindenbaum, president, Filmcraft Productions, which has contracts for filming both NBC programs, announced the O'Keefe program would not be filmed at NBC, but at an outside studio. Aug. 10 date for shooting of the Marx program at NBC is still being maintained, however, with hope that the union situation will be cleared up by then. Guedel plans shooting the next program Aug. 6, but has not decided whether it will be on film or kinescope.

At ABC, NBC

MIDWEST RWG

Irate Newsmen Leave CIO

BASIC conflict in philosophy between the AFL and the CIO deepened in Chicago last week as members of the midwest region of the Radio Writers Guild decided to withdraw from the AFL union and affiliate with the National Assn. of Broacast Engineers & Technicians (CIO).

RWG newswriters at NBC (WMAQ-WNBQ (TV)), voted unanimously to join NABET because of dissatisfaction with the New York region's "highhandedness" and failure of the headquarters office to consult with the midwest members on important union matters. Writers in newsrooms at CBS (WBBM) and ABC (WENR-AM-TV) planned to vote on the measure over the weekend.

The split in RWG which developed between the East and Midwest groups was aggravated by the announced stand of the New York members in defense of those among them accused of subversion and disloyalty. Midwest members, who claim their dissenting opinion was not considered, took the stand that defense of members is a union obligation under ordinary circumstances, but should not be stretched to cover persons of known affiliation with disloyal organizations.

NABET spokesman said the newswriters are "welcome" in the union because of NABET and CIO's overall campaign to organize "everyone" in radio and TV stations and networks "except musicians and talent." The CIO organizational campaign, which begins shortly, will be beamed at all other employes, including stenographers, janitors, elevator operators, salesmen and vice presidents, he explained.

National Shoe Adds

NATIONAL Shoe Stores, through Emil Mogul Co., New York, last week announced it will increase its overall advertising appropriation for the last six months of 1951. The firm, which will resume its television program, *Time For Adventure*, over WNBT New York, is planning to increase its radio time allotment in the New York metropolitan area and add to its schedule of stations in other areas.

LABOR CONTRACTS

NSTP Talks To Film Group

FIVE-MAN committee representing leading members of the National Society of Television Producers, Los Angeles, was to have been named late last week to meet with representatives of film unions for the purpose of working out standard industry-wide labor contracts.

Committee was to be appointed by Louis D. Snader, head of Snader Telescriptions Corp., Beverly Hills, and president of the producers group.

Authorization of the committee was made at the NSTP regular monthly meeting which also saw the adoption of a Code of Ethics for the industry. Concurrently, Martin Mooney was approved as code administrator.

Following its establishment, the labor committee will meet immediately to study television labor practices, and make recommendations for a "fair and equitable" plan of procedure. The group then plans to meet at the earliest opportunity with the film union committees to begin contract negotiations. Mr. Snader stated that several unions which he had contacted informally had indicated willingness to cooperate in the plan which would eliminate the necessity for separate negotiations by individual producers with each union. Future union negotiations by any producer member will be referred back to the special labor committee, it was indicated.

Mr. Snader, expressing the desire of the association to "establish equitable rates, salaries and working conditions," stated the group's opposition to "featherbedding" or any labor practice or union condition which "makes it impossible or impractical for the television industry to flourish on the West or East Coast." He further expressed the hope that the unions would take into consideration budget differences between television and motion picture production.

Code of Ethics

In general, the Code of Ethics, which provides for self-censorship within the television industry itself, rules against the production of any TV program that tends to "lower the moral standards of the viewer, ridicule any law, either natural, spiritual or man-made, or in any way violate acceptable standards of good taste or tends to contract the American way of living." Code further contains provisions covering brutality, crime, race, nationality, sex, religion, obscenity and other questionable subjects.

Included are rulings against the showing of brutality and horror with reference to murder; use of liquor; of racial types so as to provoke ridicule or embarrassment. It further rules that all religions, religious ceremonies and dignitaries should be treated with dignity and respect; that undue exposure of the human form "to the extent often seen in night clubs," suggestive dances emphasizing "indecent" movements, and scenes of passion, seduction and rape should be avoided. Code further ordains that all programs not suitable for children's viewing should be scheduled for telecasting after 9 p.m.

KFI-TV STRIKE

Another Layoff Reported

KFI-TV Los Angeles staff suffered one more casualty as a result of the 17-week-old strike being staged against it by Television Authority when Bud Coulson, head of publicity, was dropped from the payroll. Mr. Coulson's discharge followed layoff of 14 other staff members from several other departments earlier in the same week [BROADCASTING • TELECASTING, July 16].

Approximately 47 employes remain at the station. The outlet also has suffered loss of about 30 hours since inception of the strike, subsisting mainly on film in the remaining hours. Still no talks are being held between the union and the station, both sides awaiting FCC transfer decision on the General Tire & Rubber Co. purchase of the Earle C. Anthony-owned outlet.

upcoming

NARTB DISTRICT MEETING SCHEDULE

Dates	Dist.	Hotel	City
Aug.			
23-24	4	Roanoke	Roanoke, Va.
Sept.			
10-11	2	Syracuse	Syracuse
13-14	8	Book Cadillac	Detroit
17-18	9	Moraine-on-the-Lake	Highland Park Ill.
20-21	11	Radisson	Minneapolis
24-25	10	Blackstone	Omaha
27-28	12	Broadview	Wichita
Oct.			
4-6	14	Utah	Salt Lake City
8-9	17	Davenport	Spokane
11-12	15	Mark Hopkins	San Francisco
15-16	16	Site to be selected	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
Nov.			
1-2	5	Soreno	St. Petersburg
5-6	1	Somerset	Boston
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh

* * *

July 31: BMI Clinic, Los Angeles.
Aug. 1-2: Nat'l Appliance and Radio Dealers Assn., Bendix Radio, RTMA, NARTB testify on excise taxes. Senate Finance Committee, 312 Senate Office Bldg.
Aug. 2-3: Illinois Assn. of Broadcasters, First Summer Meeting, Pere Marquette State Park.

GLOBAL TV

Gets 'Encouraging Support,' Sen. Mundt Reports

GLOBAL blueprint for the establishment of television relay stations in Turkey—and eventually throughout all Atlantic Pact nations—has met with "very encouraging support," Sen. Karl Mundt (R-S. D.), progenitor of the plan, said last week.

Sen. Mundt said he had conferred with Edward W. Barrett, Assistant Secretary of State for Public Affairs, and other department officers, and with the Turkish embassy last week. He represented them as generally "enthusiastic" over the possibilities of setting up stations devoted to cultural and educational programming and operated by both the U. S. and Turkey on an equal basis [BROADCASTING • TELECASTING, July 23].

Secretary Barrett later issued this statement: "The potentialities of television and multi-channel radio networks in worldwide public education are extremely important. We and other agencies of this and other governments have done much studying of the subject in recent months. Sen. Mundt is to be commended for his active interest in this field." Sen. Mundt also had recommended creation of AM and FM relay stations throughout European nations.

The South Dakota Republican, co-author of the Smith-Mundt Act which authorized the Voice of America, said he had submitted charts, maps and statistical data relating to European countries which belong to the North Atlantic Treaty Organization. He noted that there is a movement to bring Turkey into the fold. Most of the data was of a technical nature, embracing figures on cost of relay stations and receiving equipment, and suggested transmitter sites.

Cost of Coverage

No date has been set for launching of the project, which Sen. Mundt estimates would cost between $3 million and $4 million for Turkey alone and between $30 million and $40 million for blanket TV coverage of NATO countries.

Sen. Mundt stated, however, that negotiations are under way between Turkish authorities and the United States, paving the way for initiation of the plan. He was to have conferred late last week with a Turkish communications and radio official.

How will this blueprint for global TV be financed?

Sen. Mundt acknowledged last Wednesday that Congress "probably" will be asked to approve funds for television equipment sometime before the year is over—"after Congress has passed the regular State Dept. appropriations bill for 1952." It would be contained in a department request for supplemental monies over those allotted for radio broadcasting, he indicated.

There was no immediate comment from the State Dept. on whether it plans to seek additional funds for the Mundt TV proposal. Failing initiative from that quarter, Sen. Mundt indicated, Congress itself — and he, specifically — will press for action.

Sen. Mundt made plain again his belief that, once Congress is made to realize the "almost unlimited" possibilities for propaganda and military communications, it will not be reluctant to allocate appropriations for his Vision of America. Certain State Dept. authorities are known to entertain some misgivings on this phase, however, contending that the restriction against use of the stations for outright propaganda would virtually defeat the objectives the U. S. information program seeks to accomplish.

WJZ-TV RATES

Time Categories Changed

CHANGES in time classifications to offer additional inducements to advertisers were announced by ABC's WJZ-TV New York last week. The new rate card (No. 7), effective Wednesday (Aug. 1), extends Class "C" time for a full hour, up to 6 p.m., while the 7-7:30 p.m. period Monday through Saturday is reclassified from Class "A" to Class "B," with Class "A" time running from 7:30 to 10:30 p.m.

Slocum Chapin, vice president for ABC-owned television stations, pointed out that the new card provides also for a revision in the WJZ-TV frequency rate structure so that advertisers continuing for more than 52 weeks on the station retain the frequency rates already earned for completed portions of extended contracts, even if they are subsequently cancelled.

A special discount structure is provided for joint use of two or more ABC-owned TV stations. Thus the following discounts will apply (in addition to regularly earned frequency discounts) for programs of 15 minutes or more on two or more ABC-owned stations: two stations, 2½%; three stations, 5%; four stations 7½%; five stations, 10%.

Alldredge Named

APPOINTMENT of Charles Alldredge as Washington representative for the Fair Television Practices Committee has been announced by Jerome W. Marks, committee chairman. Mr. Alldredge has served as information director for a number of federal agencies. The committee, recently organized, opposes telecasts requiring viewers to pay special fees, and other practices which it considers discriminatory against set owners [BROADCASTING • TELECASTING, June 25].

Sealing up the lead box are (l to r) Mr. Streibert, Charles H. Singer, assistant chief engineer WOR, and Mr. Poppele.

★ ★ ★

IN THE YEAR 2051

WOR Box To Yield Data

ON July 24, 2051, while atomic powered space-ships whiz to Mars, New Yorkers of the Flash Gordon age will open a lead sealed box and read what the men of 1951 had to say about television.

Last Tuesday, Theodore C. Streibert, president of WOR-AM-TV New York, and J. R. Poppele, vice president in charge of engineering, placed the box in a wall of WOR's new Television Square. An aluminum plaque also was included to call the future Buck Rogers' attention to the box, asking that it be opened July 24, 2051.

The box contains stories and pictures about WOR and the TV outlet, a map of New York City, manufacturers' pictures of current TV sets and a tube from a television camera. Also included are technical data on American TV stations, receivers and picture tubes supplied by Caldwell Clements Inc., New York publisher.

Predictions from many writers on the future of TV, also included in the contents, range from playful to serious, and from pessimistic to hopeful. Station officials expressed hope that the many items contained in the box will be of great help to future historians.

CRIME SHOW

ABC-TV Contacts Kefauver

NEGOTIATIONS are underway to give Sen. Estes Kefauver (D-Tenn.) a national crime expose show of his own, it was reported last week. Network is ABC-TV.

If the deal goes through, it was explained in Washington and unofficially confirmed in New York, ABC-TV will have an option on the book, *Crime in America*, which is the volume authored by Sen. Kefauver on the national aspects of the crime committee hearings when he was chairman.

Sen. Kefauver is not unwilling to appear as a host on the program. However, he has stipulated that he will do the program only if fees are turned over to the Cordell Hull Foundation for International Education.

The program would be based on the contents of the Kefauver book.

TV'S IMPACT

Moviemen Discuss Outlo

TELEVISION'S effect on the hibitor-motion picture industry a going over by the Council of tion Picture Organizations' clo session roundtable discussion that subject at Beverly H (Calif.) Hotel, last Wednesday

Discussion of TV issues w general and lasted the greater p of the day with Ronald Reag president, Screen Actors Guild, a Sidney Meyer, Miami represen tive, Motion Picture Theatre Ow ers of America, presiding. Opini were divided. Some felt video w an important factor, others d counted its lasting effect on th atre business.

Exhibitors and producers we of opinion that TV cannot co pete with good motion pictures a up-to-date theatres.

All were in agreement that T can be useful in publicizing or pr moting motion pictures. While a mitting that use of film names TV had its benefits to the industry producers said, too frequent use such talent injures their box offi value.

Production companies which s their old product to TV came in f considerable criticism. Ste Broidy, president, Monogram Pi tures, in answer, said his compan to break even, had no choice b to sell to video those pictures whi have played out their theatre run

Theatre-TV of special events c be used with great effect to suppl ment film programs, just as vaud ville, presentations, orchestras a other offerings have done in th past, said S. I. Fabian, exhibito He also declared that exhibito were in accord that FCC shou make exclusive TV channels avai able for theatre telecasting.

Subscription TV

Exhibitors did not think su scription television could be su cessful financially because of th possibility that home sets cou be tampered with to avoid payin charges and because there is n control over audience size.

Although producers attending th closed session reportedly promise their stuidos would not release re cent movies to TV, the Society o Independent Motion Picture Pro ducers several weeks ago went o record as urging FCC to speedi license pay-as-you-see method

Pacific Coast Conference of In dependent Theatre Owners, at it Del Mar, Calif., convention a fort night ago, condemned SIMPP ac tion. It also decided to urge th federal government to collec amusement tax if such subscrip tion systems are licensed.

Recognizing the value of tele vision as an advertising medium PCCITO at the time went on record to that effect, and urged producers to include that medium in their national advertising budgets an prepare trailers for local use a well.

VIDICAM CORP.

Gordon Sells Stock, Quits

SALE of President Larry Gordon's stock in Vidicam Pictures Corp., New York, film producer, to Executive Vice President Alfred Justin was announced last week [CLOSED CIRCUIT, July 23].

The price was not revealed at the time.

Coincident with the disposition of his stock interest Mr. Gordon resigned as president of Vidicam. Officials said his successor will be elected shortly. Edward Carroll continues as vice president and general manager.

DuMONT CAMERA

New Model Announced

A NEW model of the DuMont image orthicon camera chain, TA-124-E, containing refinements which add to the operating ease and performance of the system, is now available, the company has announced. The model is also easily convertible to the field sequential (CBS) type of color telecasting, with a redesigned head which leaves room for a motor drive shaft and color wheel to be installed.

The new camera with viewfinder offers extended frequency response, increased gain and brighter monitor pictures, DuMont explained, with the camera setup simplified through increased horizontal scanning range. Two cue lights inform operators and actors of camera operations; an improved deflection yoke provides more resolution and better shading to the corners; the pickup tube can be rotated for scanning, permitting all pickup tubes to be matched for interchangeability in scanning position.

The control and monitor provide brighter, sharper pictures for better monitoring and improved shading controls make better shading possible, DuMont says. The pickup auxiliary has new circuitry eliminating 12 tubes from the previous design. Modifications in the mixer amplifier give greater frequency response, improved clamp and sync insertion. Improved circuitry throughout the chain has added to the life of the tubes, with the useful life of the expensive image orthicon tubes extended to as much as 1,500 hours, according to DuMont.

NCAA's Tab

(Continued from page 51)

tinue as chairman of the TV Steering Committee, upon request of the Executive Committee that he withdraw his resignation. Ralph Furey, Columbia, will act as co-chairman and other members of the committee are: Bob Hall, Yale; Max Farrington, George Washington; Ed Krauss, Notre Dame; Reaves Peters, Commissioner of the Big Seven; Howard Grubbs, Commissioner of the Southwestern Conference; Dick Romney, Commissioner of the Mountain States Conference; and Willis O. Hunter, of the U. of Southern California.

RURAL IMPACT

WOW-TV Reports on Rapid Set Increases

TWO years ago July 9, the late John J. Gillin Jr. turned on the WOW-TV Omaha transmitter for the first time. This month WOW-TV released a report on the growth and present stature of television in its predominately rural coverage area.

There were 1,892 sets sold when Mr. Gillin switched on the transmitter in July 1949. The following month the set sales figure reached 1,995, and third quarter sales for 1949 were 6,022.

Teleset Sales Jump

Today, according to the Nebraska-Iowa Electrical Council, there are well over 80,000 sets in WOW-TV's coverage area. Thus, in only two years, teleset sales have increased 40-fold.

In the WOW-TV primary area, there are an estimated 217,600 homes. The station thus far has achieved a penetration of 37%. Based on four persons to a family, estimated audience is 322,000.

WOW-TV concludes that the number of current televiewers would reach 500,000 if other factors, such as viewers beyond 60 mile primary area, were admitted.

Average monthly growth of the potential WOW-TV audience during the past two years, has been just over 3,300 families (sets).

In the first six months of 1951, set sales were nearly double sales in the 1950 comparable period.

Bill Wiseman, WOW Inc. promotion manager, said that during the first 26 weeks of 1951, average set sales amounted to 900 weekly. As for the future outlook, Mr. Wiseman is optimistic. He hopes that the set sales figure will reach 100,000 by the end of 1951.

'AMOS 'N' ANDY'

To Stay, Despite NAACP

ALTHOUGH the National Assn. for Advancement of Colored People continued to urge its members to protest Blatz Beer sponsorship of CBS-TV's *Amos 'n' Andy*, representatives of the Negro Actors Guild of America and other entertainers last week told representatives of CBS that, in effect, it disagrees with the NAACP methods of protest.

The group, it was understood, feels that the loud protests of the NAACP will cause producers and directors to shy away from employing Negroes, in fear of adverse publicity.

Preparation of a formal statement subscribed to by many leading Negro artists was being prepared by the Guild late last week.

Meanwhile, a spokesman for William Weintraub Co., agency for Blatz, denied reports that the brewery is considering dropping the program. Nor is it "shopping around for a replacement," he added.

He said the program is regarded by the sponsor as a "tremendous success" and cited the mail pull, which he said averages 50 letters a day and runs 10 to 1 in favor of the show. He added that if mail sentiment should swing in the other direction, agency and sponsor might consider dropping the program.

It was understood that at an informal meeting between CBS officials and representatives of NAACP, the subject under discussion reverted to the question of employment of Negroes in TV. Ways to increase the integration of Negro actors, actresses, writers and directors within the framework of present programs were explored, it was reported.

'BRIDE & GROOM'

Hearing Set Aug. 30

MOTION for a new trial in the *Bride & Groom* suit against producers of KLAC-TV Hollywood's *Wedding Bells*, filed by attorneys for the latter, was scheduled for a hearing Aug. 30 in Los Angeles Superior Court [BROADCASTING • TELECASTING, July 16, 9].

Defendants, KMTR Radio Corp., owner of KLAC-TV; GAM Productions, producer of the program, and Don Fedderson, station manager, took the step after the Superior Court awarded $800,000 judgment against them to producers of *Bride & Groom* on grounds that the KLAC show was patterned after the *Bride & Groom* radio program. John Masterson, John Reddy, and John Nelson are producers of the latter show.

DRAMATIC newsreel footage taken by TV Newscaster Clete Roberts (r) during his just-completed tour of Alaska is shown to International News Service General Manager Seymour Berkson. Film of northland defenses will be used in the daily TV show, *Clete Roberts, World Report*, being syndicated by INS-Telenews.

UNESCO MEET

To Discuss Role of TV

A WORKING group authorized by the National Commission of UNESCO (United Nations Educational, Scientific and Cultural Organization) will meet in Washington early in August to lay the groundwork for UNESCO's proposed utilization of television, it has been learned.

The group, whose membership has not yet been set, will meet under the auspices of the State Dept. to discuss TV's role as outlined at the recently-concluded sixth session of the UNESCO general conference in Paris. It also will set in motion machinery for the television panel authorized by resolution of the national commission earlier this year.

The resolution requesting the panel called for the answer to such problems as the number of channels UNESCO feels should be reserved for educational TV and methods of financing educational video outlets [BROADCASTING • TELECASTING, July 16].

From 10 to 12 representatives, including several members of the commission, will be chosen by the chairmen of its program and activities committees. A similar meeting will be held later this year in New York, with the TV panel working out recommendations to be submitted to the national conference next January. The panel will be named shortly.

The nature of UNESCO thinking on educational TV has not been indicated, pending a report from the sixth session of the general conference in Paris.

Richard Oberlin, news director of WHAS-AM-TV Louisville, Ky., is now in Paris as a TV consultant to UNESCO. He attended the conference and now is conferring with Douglas Schneider, chief of UNESCO's mass communication department, and with visual operation directors.

The third national conference, set for Jan. 27-31, will be held at Hunter College under the sponsorship of the national commission. Over 2,000 invitations have been sent to national and community leaders in industry, education, science, the arts, labor and other groups. New York area sponsoring committee is headed by Chester Bowles, former governor of Connecticut and member of the commission.

Marshall Field Deal

MARSHALL FIELD & Co., Chicago department store, through its agency, Calkins & Holden, Carlock, McClinton & Smith, same city, is negotiating with ABC to sell its *Uncle Mistletoe* video show as a co-op network package. The children's feature has been telecast locally in Chicago, and would again be sponsored there by Field's. An extensive merchandising plan has been scheduled if the deal goes through.

Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 117,068 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH

this is why KRLD AM-FM-TV Channel 4 is your best buy

The TIMES HERALD Station

National Representatives THE BRANHAM COMPANY

telestatus

Rorabaugh Reports On May Advertisers

(Report 174)

ALTHOUGH TV network advertisers fell off during May, added national-regional and local retail advertisers brought an over-all increase of 3% in the number of May advertisers, according to the latest Rorabaugh Report.

This latest *Rorabaugh Report on Television Advertising*, covering May business, was released last week.

Climb 3%

In general, advertisers using TV in May climbed to an aggregate total of 5,478, a rise of 3.0% over that for April, and an increase of 43.8% over that of May 1950.

Network sponsors fell 7.5% from 170 for April to the May figure of 158. These 158 sponsored 204 programs on the four networks.

A breakdown of the 204 shows that NBC led with 83 while CBS accounted for 65; ABC, 43, and DuMont, 13. Table I lists top network programs in the number of stations used.

National and regional spots rose slightly in May to 1,093 from the previous month's total of 1,072. Local retail spots climbed from 4,074 for April to 4,227 for May.

Foods Lead

Among product groups (see Table II), Foods & Food Chain Stores, led classifications, with 40 network accounts and 343 spot

(Continued on page 65)

TABLE I

TOP TV NETWORK ACCOUNTS BY NUMBER OF STATIONS USED

Sponsor	Programs	No. of Stations
NBC		
DeSoto	"You Bet Your Life"	61
Hunt Foods	"Kate Smith Show"	61
Manhattan Soap Co.	"One Man's Family"	61
Texas Co.	"Texaco Star Theatre"	61
Crosley	"Your Show of Shows"	61
Swift & Co.	"Your Show of Shows"	61
CBS		
R.J. Reynolds Tobacco Co.	"Garry Moore Show"	55
Nash-Kelvinator	"Morton Downey Show"	55
Carnation Co.	"Burns & Allen Show"	54
Philip Morris & Co.	"Horace Heidt Show"	53
Pillsbury Mills	"Godfrey & His Friends"	53
Procter & Gamble	"First 100 Years"	53
ABC		
Ralston Purina	"Your Pet Parade"	61
B. T. Babbitt Co.	"Two Girls Named Smith"	61
Maiden Form Brassiere Co.	"Faith Baldwin Theatre"	51
General Mills	"Stu Erwin Show"	51
P. Lorrilard & Co.	"Stop the Music"	41
Schlitz Brewing Co.	"Pulitzer Prize Playhouse"	41
DTN		
Drug Store TV Productions	"Cavalcade of Bands" (Tuesday)	21
Emerson Drug Co.	"Rocky King, Detective"	21
Drug Store TV Productions	"Cavalcade of Bands" (Saturday)	21
Kaiser-Frazer	"Ellery Queen"	11
Consolidated Cigar Co.	"Plainclothesman"	11
Rosefield Packing Co.	"You Asked For It"	11

TABLE II

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot
1. Foods & Food Chain Stores	40	343
2. Beer & Wine	8	139
3. Toilet Requisites	25	93
4. Household (appliances, furnishings, supplies)	21	82
5. Miscellaneous	11	76
6. Laundry Soaps, Cleaners, Polishers	20	65
7. Beverages (non-alcoholic)	10	66
8. Tobacco, Cigarettes & Access.	20	33
9. Clothing & Access.	11	36
10. Dairy & Margarine Products	6	41
11. Drugs	8	39
12. Confections	7	37
13. Automotive (cars, tires, access.)	13	28
14. Gasoline & Oils	5	26
15. Agricultural & Pet Foods	2	28
16. Jewelry & Access., Cameras, etc.	8	22
17. Radios, TV Sets, Phonographs & Access.	8	11
18. Transportation	—	19
19. Financial	1	13
20. Publications	1	6
21. Public Utilities	—	6

Weekly Television Summary—JULY 30, 1951, TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	8,600
Ames	WOI-TV	59,634
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	304,418
Binghamton	WNBF-TV	40,112
Birmingham	WAFM-TV, WBRC-TV	57,400
Bloomington	WTTV	16,400
Boston	WBZ-TV, WNAC-TV	747,000
Buffalo	WBEN-TV	207,322
Charlotte	WBTV	82,559
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	930,399
Cincinnati	WCPO-TV, WKRC-TV, WLWT	300,000
Cleveland	WEWS, WNBK, WXEL	482,041
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068
Davenport	WOC-TV	56,384
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	205,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	511,434
Erie	WICU	60,050
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068
Grand Rapids-Kalamazoo	WLAV-TV	115,600
Greensboro	WFMY-TV	70,808
Houston	KPRC-TV	80,110
Huntington-Charleston	WSAZ-TV	46,100
Indianapolis	WFBM-TV	148,000
Jacksonville	WMBR-TV	32,000
Johnstown	WJAC-TV	87,275
Kalamazoo Grand Rapids	WKZO-TV	133,122
Kansas City	WDAF-TV	125,047
Lancaster	WGAL-TV	104,131
Lansing	WJIM-TV	49,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV KNBH KTLA, KTSL, KTTV	1,001,874
Louisville	WAVE-TV, WHAS-TV	91,9[illegible]
Memphis	WMCT	87,[illegible]
Miami	WTVJ	75,0[illegible]
Milwaukee	WTMJ-TV	247,[illegible]
Minn.-St. Paul	KSTP-TV, WTCN-TV	256,4[illegible]
Nashville	WSM-TV	31,[illegible]
New Haven	WNHC-TV	153,0[illegible]
New Orleans	WDSU-TV	62,1[illegible]
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,425,0[illegible]
Newark	WATV	
Norfolk	WTAR-TV	71,4[illegible]
Oklahoma City	WKY-TV	87,6[illegible]
Omaha	KMTV, WOW-TV	80,7[illegible]
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	863,2[illegible]
Phoenix	KPHO-TV	37,9[illegible]
Pittsburgh	WDTV	300,0[illegible]
Providence	WJAR-TV	156,0[illegible]
Richmond	WTVR	84,5[illegible]
Rochester	WHAM-TV	83,0[illegible]
Rock Island	WHBF-TV	56,3[illegible]
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	48,1[illegible]
San Antonio	KEYL, WOAI-TV	48,1[illegible]
San Diego	KFMB-TV	97,5[illegible]
San Francisco	KGO-TV, KPIX, KRON-TV	203,5[illegible]
Schenectady Albany-Troy	WRGB	159,2[illegible]
Seattle	KING-TV	87,5[illegible]
St. Louis	KSD-TV	297,0[illegible]
Syracuse	WHEN, WSYR-TV	134,4[illegible]
Toledo	WSPD-TV	125,0[illegible]
Tulsa	KOTV	83,5[illegible]
Utica-Rome	WKTV	45,2[illegible]
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	270,4[illegible]
Wilmington	WDEL-TV	72,4[illegible]

Total Markets on Air 63 — Total Stations on Air 107 — Estimated Sets in Use 12,892,0[illegible]

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Eyes and Ears of a GOOD CITIZEN

Every Sunday afternoon at 1:30 the facilities of WHIO-TV are placed at the disposal of The Dayton Council on World Affairs. For the following half-hour, Daytonians view a spirited program called "It's Your World" with local authorities firing questions at a visiting expert. Bill Barton, entertainment editor of the Dayton Daily News, writes, "*It compares favorably with any program on any network,*" and adds, "'*It's Your World*' *is an answer to those doubting the contribution of TV to a community's education.*"

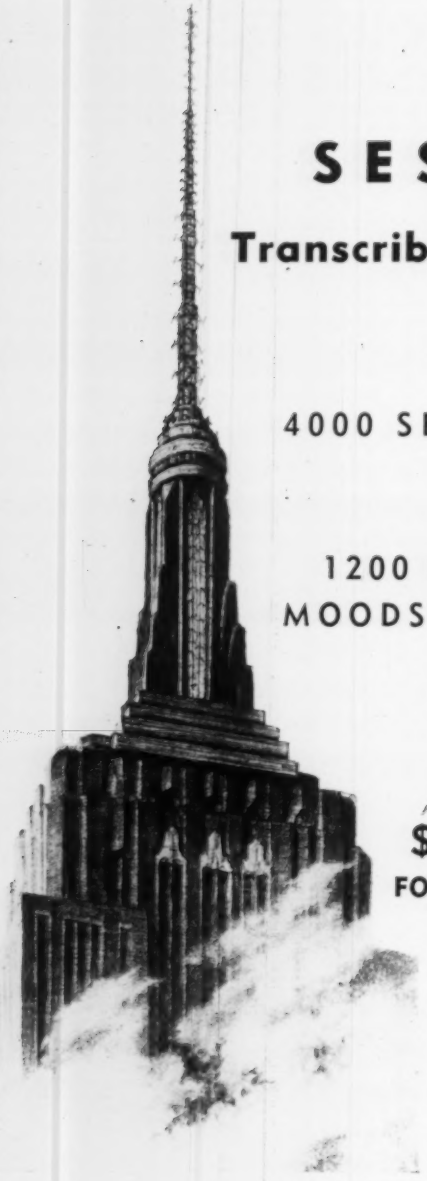
"It's Your World" is one of many impressive public service programs carried on WHIO-TV. As WHIO-TV builds its reputation as a "Good Citizen" it improves its power to serve commercial users effectively. Representative George P. Hollingbery has market figures, ratings and availabilities.

Top. Horace M. Huffman, Jr., president of The Dayton Council on World Affairs, discusses "It's Your World" with guest J. Douglas Knox, Special Assistant to the Director of Office of Educational Exchange, U.S. State Department. Mr. Huffman says, "We regard this weekly program on WHIO-TV as by all odds our most important educational activity. Where we formerly reached hundreds through public meetings, we now reach tens of thousands throughout Dayton and the Miami Valley."

Above. Typical program warms up for the air as moderator, guest, and panel await 1:30 P.M. signal. Program is genial, but conflicting views are energetically aired, thus giving viewers both sides of the topic under discussion. Frequent changes in panel members, as well as new guests weekly, give "It's Your World" the vital element of variety.

CHANNEL 13
whio-tv
-AM
-FM
DAYTON, OHIO

Tops for TV



SESAC

Transcribed Library

4000 SELECTIONS

1200 BRIDGES, MOODS & THEMES

$57.50 a month FOR TV STATIONS

SESAC is the high quality transcribed library for TV, with its 4,000 selections of lasting appeal and catalog of 1,200 Bridges, Moods and Themes. But it's the low priced TV library at only $57.50 a month. SESAC is ideal for AM and FM, too, providing across-the-board scripts, program notes for every number, and classified and alphabetical indexes. Audition discs and sample scripts available.

Rate subject to change without notice.

SESAC, INC.

475 FIFTH AVENUE NEW YORK 17, N. Y.

BELGIAN VIEW

Urges Adoption of CBS Color

JAN PHILIP BOON, managing director general of the National Belgian Broadcasting Institute, has announced in New York that he will urge his country to adopt the CBS color system immediately, instead of beginning broadcasts in black-and-white. Belgium is to begin telecasts to the public next December.

A member of the three-man advisory committee on television for Belgium, established by the Belgian Minister of Communications, Mr. Boon said: "I have followed the development of CBS color closely, and would like to congratulate CBS for its pioneering achievements in this field." He continued: "We have the advantage of being able to start TV broadcasting in color and should do so."

Mr. Boon pointed out that Belgians living on the borders of France and the Netherlands have receiving sets which pick up TV broadcasts from those countries. "But the large majority of Belgian people are still without television of any kind. We are building a few sets now, but can easily turn our production methods to manufacture color sets. . . ."

ABC GETS THEATRE

Leases N.Y. Bldg. for TV

ABC-TV last week announced leasing of New York's "Little Theatre," 238 West 44th St., to establish a TV theatre designed for intimacy between performer and audience. The network has set Sept. 10 as the date for completion of renovations and reconversion of theatre, which will seat approximately 600 persons, and have a 50-foot stage.

Kick-off show for the "Little Theatre" will be the Frances Langford-Don Ameche program (Mon.-Fri., 12 noon-1 p.m.), which makes its network debut Sept. 10.

Spot the Products

UNIQUE method of handling commercials was claimed last week by Producer Morris M. Wein of the forthcoming *Bed and Board* television film series, starring Charles Coburn and Spring Byington. Two versions are planned, one for use with and one without regular commercials. On the "without" version, products of participating sponsors will be displayed throughout the film as they are used by the various characters, and the announcer, instead of giving a regular commercial, will offer a prize to viewers who identify 10 items thus shown. Provisions also are being made for filmed inserts in the case of regional and local sponsors.

Mr. Boon (r) views a colorcast Gilson Gray, director of CBS gram operations, explains system.

HILL RADIO-TV

Policy Procedures Sugges

CONGRESS can get closer to people it represents by use of ra TV, witnesses before the Sen Executive Expenditures Com tee said when hearings were h on the subject of streamlin Congressional procedures last Ju Last week, the committee relea an overall summary of suggesti for reorganization.

These recommendations were fered by Senators, Congressm and students of Congressio procedures. The committee wrapp them up in a long list of o sentence summaries. Portio which bear on radio-TV foll verbatim:

- **Adopt a general code of play for the conduct of commit hearings and investigations.**
- **Conduct a televised report-o question period fortnightly in h houses.**
- **Extend exemption granted u der Sec. 308 of the lobby law to i clude radio, television and facsim**
- **Improve facilities of Senate O fice Bldg. for radio and television.**
- **Telecast public hearings congressional committees.**
- **Make committee hearings ava able to American people through r dio and television.**
- **Broadcast and televise impo tant House sessions, via commerc broadcasting companies, subject to code of ethics.**
- **Experiment with broadcasti and telecasting selected commit hearings.**
- **Adopt a planned program televising selected committee he ings, with a code of fair practice.**
- **Broadcast and telecast all se sions of both houses and selec committee hearings via nation-wi networks owned and operated by Co gress.**
- **Provide facilities for maki motion-picture films for use in te vision stations in home states.**

The list was compiled by t staff to aid committee members their consideration of testimo presented.

WOI-TV Ames, Iowa, reports th average of eight hours weekly wa devoted to educational films in ju month. Station film director repor this figure will increase during summ

SUCCESSFUL OPERATION

...for more than a year

THE EASTMAN TELEVISION RECORDING CAMERA

. . . to record it on 16mm film—for review—for future release

THE EASTMAN TELEVISION RECORDING CAMERA is designed and built for network operation. Already it has been in use in major studios for more than a year.

Thanks to a 1200-foot double-chamber magazine, it handles complete half-hour shows, recording them at sound speed directly from monitor receiving tube. An improved geneva movement assures images of highest professional quality.

Three motors drive this camera: two synchronous units, one for the shutter, one for the film transport; while a third, a constant tension unit, operates the magazine take-up.

A 40mm Cine-Ektar f/1.6 lens is supplied as regular equipment. For maximum critical definition at taking distances a Portra + attachment may be used.

Available in two models: one for picture-and-sound recording; the other for picture recording only.

For further information, address:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

West Coast Division
706 Santa Monica Blvd.
Hollywood 38, Calif.

BETWEEN COMMERCIALS

BY KAY MULVIHILL

Glen Hurlbert, who hosts KSFO's "Take It Easy Time"—is one of the most versatile and gifted entertainers in radio today.

Author of the celebrated "Cable Car Concerto"—which has the distinction of being the biggest selling single record ever to be released in Northern California — and its companion piece, "Fisherman's Wharf," the blind pianist-composer, takes to the KSFO mike-side every evening from 10 to 12 to bring listeners the finest in popular dance music.

Glen Hurlbert

The simple charm of Glen's personality, in addition to his musical background and adeptness in selecting music for his listeners, have credited him with a large and loyal following on KSFO.

When Glen is not behind the mike or making public appearances, he can usually be found writing musical arrangements, dictating to a secretary, swimming, hiking, movie or play-going, and practicing the art of being an accomplished cook and gourmet.

PEACE TREATY TELECAST

With the signing of the Japanese Peace Treaty set for September 4 to 8 in San Francisco's Opera House, KPIX has announced plans to televise all sessions of the history-making event. It is expected that representatives from some 50 nations will assemble in San Francisco for the Treaty signing.

ADD SCREENINGS

Scheduled for July 30th lensing on KPIX, is "Joe"—the amusing story of a talented janitor working for a television station, starring Bay Area TV favorite, Ralph Manza, in the title role.

Also slated for KPIX screening is Margo Trumbull's celebrity interviews from the world famed Top of the Mark.

KPIX CHANNEL 5

Represented by The Katz Agency, Inc.

560 KC KSFO (S60)

Represented by Wm. G. Rambeau Co.

SAN FRANCISCO

EDUCATIONAL VALUE Fordham Study Resul

TELEVISION's value as an educational instrument appeared clearly demonstrated last week in the results of the first of a series of special studies being conducted by Fordham U.

In cooperation with Special Devices Center of the Office of Naval Research, the university's Psychology Dept. undertook to compare television's effectiveness with that of conventional classroom instruction in the training of Naval Air Reservists.

Findings included:

● "Television instruction was found to be better than teaching by local instructors in half of the comparisons made," and was either "as good as" or "better than" local instructors in 80% of the comparisons.

● "Recordings of the television programs were more effective than teaching by local instructors in more than 40% of the comparisons made," and were either "as good as" or "better than" local instructors in 75% of the comparisons.

● "Recordings (of the TV programs) were as effective as the television programs themselves in 84% of the comparisons made."

For the experiment, nine Naval air stations were chosen. At the Willow Grove, Floyd Bennett, and Anacostia stations, reservists watched live TV programs broadcast from the Special Devices Center at Port Washington, L. I. over a special network arranged through NBC. Trainees at Dallas, Olathe, and Glenview stations watched recordings of these same programs. Trainees at Akron, Minneapolis, and Grosse Ile had local instruction based on the same lesson plans as the TV programs. From 100 to 120 men were taught by each of the three teaching methods.

Two Series Used

An effort was made to equalize conditions in the three types of instruction, including installation of a talk-back microphone to permit the TV trainees to ask questions of the TV instructor during the training period. Two series of eight lessons each were used. Lesson plans were developed by the Special Devices Center. Tests to measure TV's effectiveness against that of local instruction were developed by Fordham's Television Evaluation Project staff, which since 1948 has been collecting data on TV as an educational medium.

To learn why some programs were more effective than others, the Fordham group made breakdown analyses which indicated:

"1. Direct Narration Is Effective: When the instructor talked directly to the trainees and no dramatization was used, the television programs tended to be superior to the local instruction. The most effective television programs were the officers' lessons 3, 5, and 7; and the enlisted airmen's lessons 4, 6, and 7. In these programs direct narration formed about 75% of the lesson time. In all other programs the portion of direct narration averaged less than 60%.

"2. Animated Film Seems to be Effective: The television programs that contained animated motion pictures with the narrative on the film sound track were generally superior to local instruction. However, the one television program with a high percentage of ordinary, non-animated film was definitely not as effective as local instruction.

"3. The Combination of Dramatic Action and Narration Is Not Effective: The poorest television programs were lesson 2 (line safety) and lesson 3 (line servicing) for enlisted airmen. These were the only programs that spent much time dramatizing the lesson material while the instructor who described the action was not shown on the screen. The lack of connection between what was on the screen and what was on the sound track seems to have been a disadvantage. . . ."

Channel Question

The report quoted the Naval advisory group as feeling that the lesson broadcasts, since they could be received by any TV set in the area, had two "disadvantages"—"(1) Open channels introduce public relations problems that closed channels would eliminate," and "(2) open channels place a certain amount of strain on the instructors . . ."

The Naval advisory group also felt an hour of uninterrupted instruction is too long, and recommended a question or discussion period at the middle of the hour and another near the end.

The report found "seven principal problems that will have to be solved in order to exploit television for rapid mass training":

(1) Procurement or training of effective instructors for TV classes; (2) development or discovery of writers and directors who are specialists in educational TV; (3) procurement of psycho-educational experts who can plan TV lessons based on sound educational practices; (4) development of a rapid method of assessing effectiveness of TV training sessions; (5) procurement of physical equipment for TV studios and classrooms; (6) procurement of TV maintenance men; (7) acquisition or construction of TV distribution facilities.

Subsequent experimental studies of TV training of Army field forces, reservists, of Merchant Marine cadets, and of census enumerators are being planned, according to Robert T. Rock Jr., Fordham professor of psychology, who directed the project for the university.

ADAMS TO WJZ-TV

Succeeds Doty as Manager

APPOINTMENT of Trevor Adams, assistant director of sales of DuMont Television Network, as manager of ABC's WJZ-TV New York [CLOSED CIRCUIT, July 23] was announced last week by Slocum Chapin, vice president for ABC owned-television stations.

Mr. Adams

He will succeed Clarence L. Doty, who said he would announce his own plans within a short time. The appointment is effective Aug. 13.

Mr. Adams, a New York City native, is a former radio and television director for the New York Yankees baseball club, and previously served for five years as sales manager of WINS New York. Before that he was associated with his father in the firm of Adams & Adams, representing radio and TV stations and talent. He also has been sales manager of the Texas State Network and a sales executive of WMCA and WHN (now WMGM) New York.

SAG CONTRACTS

Signed With 37 New Firms

COLLECTIVE bargaining contracts with 37 new motion picture companies, majority of which are engaged in television film production, have been signed by the Screen Actors Guild, pending negotiation of a new basic agreement between SAG and all movie producers.

Firms signing the contracts are Emerson Film Corp.; Frank Wisbar Productions; Arrowhead Pictures Corp.; Lights, Camera, Action Productions; R & L Productions; Royal Five Productions; Showcase Productions; TCA Thunderbird Film Productions; Phil A. Waxman Productions; Williams Productions; Jack Broder Productions; Alex West Productions; Bernhard Productions; Crusader Films; Halburt Productions; International Productions; Murray Productions; Portland Pictures Inc.; Richard Bare Productions; Tucson Kid Productions; Wald-Krasna Productions; Green Film Corp.; World Artists; Tempo Productions; Telemount Pictures; G.P. Productions; Tom Productions; Cascade Pictures; Justal Productions; Ted Eshbaugh Studios; Liberty Bell Motion Pictures; Summit Productions; Theasquare Productions; All American Film Corp.; Ross-Stillman Productions Inc.; Bernard Glasser Productions.

Guild recently won jurisdiction in an NLRB election over actors employed by six other TV film producing firms in Hollywood [BROADCASTING • TELECASTING July 9].

TV FILMS THAT EXCEL in TV it's VP

van praag productions

1600 Broadway, N.Y.C.

PL. 7-2857

film report . . .

THE COMMUNITY church in American life is approached in a series of five feature films for TV. Prepared by the **Broadcasting and Film Commission of National Council of Churches of Christ, U.S.A.**, the films include *The Congregation, The City, The Church and Human Rights*, and a documentary to be filmed in Africa. The present commission is successor to the **Protestant Film Commission** and represents 29 denominations. Production will be supervised by **Paul F. Heard**, executive secretary of PFC and director of films for the combined operation.

A science fiction series for children, *Justice in the Universe*, is to be distributed by **UNITED TELEVISION Productions for STILLFILM Inc.**, Pasadena, Calif. It will be presented in cartoon-strip style. Two of the films have been completed and are being shown to potential advertisers and network buyers in several cities.

Margaret O'Brien stars in a new half-hour comedy series, *The Affairs of Maggie*, aimed at the teenage group. **Bobbie Driscoll**, of *Uncle Remus* fame, will co-star in several of the films. **MORRIS M. WEIN** already has started production on the initial series of 26 episodes. Series is packaged by **Vic Orsatti** and **Irving Salkow**. First telecasts will be sometime this fall.

Willie Wonderful also is well on his way to the powerful juvenile clique, now that **BRACKEN PRODUCTIONS**, Los Angeles, has completed first 15 of 26 films of the puppet show. KLAC-TV Los Angeles has bought the whole series for September premiere.

A significant name change was announced in Hollywood last week. **TELECOMICS Inc.**, producer of *Tele-Comics*, changed its name to **ILLUSTRATE Inc.** to more appropriately state the firm's functions, according to President **Don Dewar**. Employing the limited animation technique now, Illustrate will enter live film production soon.

A host of new titles were announced by **BING CROSBY Productions**, Los Angeles, for its *Cry of the City* series. Among those planned are *The Buzzer, The Treasures of Ventura Blvd., The Girl, The Boarder, The Wedding, The Cheat, The Winery, The Elopement* and *Sound Off*.

A robber is going to cost **RALPH EDMUNDSON & Assoc.**, Los Angeles, about $260,000 starting Aug. 2, when production begins on 13 half-hour films about *Raffles*, the "gentleman robber" made popular in a series of stories by E. W. Hornung in 1899.

Top-flight singing stars will be featuring Zenith's **Cobra-Matic** record player next season. Series of 1-second film commercials starring **Helen Jepson**, opera star, and **Mel Torme**, popular song star, is being produced by **SARRA Inc.** of Chicago and New York. **MacFarland-Aveyard**, Chicago, is Zenith's agency.

Sales & Production . . .

INS-TELENEWS, New York, has sold its combination weekly news review and sports reel to KSL-TV Salt Lake City for September telecasting under sponsorship of **Denver & Rio Grande Railroad.** Weekly news review started on **WDTV (TV) Pittsburgh** last week sponsored by **Northside Packing Co.**

FIVE STAR Productions, Hollywood, is producing TV film commercial series for **Pabst, Swift & Co., Maytag, Friskies** and **Toddy.** Color film spots for **Fuller Paints** and **Carnation Milk** were completed recently.

ROGERS SUIT

Other Injunctions May Follow

TEMPORARY injunction, restraining Republic Pictures from releasing or selling for televising old movies in which he is starred, was obtained July 21 in Federal Court, Los Angeles, by Roy Rogers, radio-film cowboy star.

Order was asked pending outcome of the actor's suit filed in Federal Court some weeks ago [BROADCASTING • TELECASTING, July 2]. At that time he asked that Republic and its subsidiary Hollywood Television Service Inc. be restrained from issuing any of his old motion pictures in such a manner whereby his name, voice or talents and that of his horse Trigger would be used for advertising purposes.

Consensus in the legal profession is that granting of the temporary injunction by Federal Judge Pierson M. Hall will result in similar court actions by other name film talent. Contention is that movies in which they have appeared were made for theatrical release only and not for commercial advertising of products.

Meanwhile Roy Rogers has set up his own TV film production unit at Sam Goldwyn Studios, Hollywood and on July 16 started shooting the first four of a half hour series starring himself, Dale Evans, and Trigger. Unit is under executive manager of W. Arthur Rush and Larry Kent. Jack English is director and Jack Lacey production manager.

Training Course

BOSTON U. has begun its first annual Television Broadcasting Institute, a six-weeks training course designed to acquaint students with over-all production of TV-shows. Supervisor of the course is Prof. Gerald F. Noxon, member of the Radio Div. faculty.

A Heating Installation Firm + Summer Advertising = ?

There's no question about the answer when the advertiser is on WGN-TV . . . *the answer is results!*

A heating installation firm on WGN-TV is spending less than $1,000 per week for a Sunday morning feature film. They have received as many as one hundred direct leads in a week for $350-$500 installations . . . resulting in sales several times the amount of their investment.

Remember, no matter what the season, if it's results *you* want . . . you need WGN-TV in Chicago.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

TVA DUES

L.A. Local Okays Increase

LOS ANGELES local TVA has approved by a large majority, increased dues schedule previously okayed by New York and Chicago locals, but with the amendment that the new schedule stay in effect only until a permanent dues structure is set up by the TVA national convention in the fall.

Chicago had passed the resolution unanimously, New York by a majority. Motion met a stumbling block in Los Angeles because of lack of an interchangeability clause that would allow TVA members to pay half price if belonging to other industry unions. TVA board claims such a plan would leave the union insufficient funds with which to operate.

Considering external as well as internal affairs, the Los Angeles TVA branch is conducting an intensive survey of the local television picture to gather data in readiness for re-opening of contracts with TV stations in December. To get a complete idea of what types of programs TV performers partake in, their pay and working conditions therein, two surveys will be made.

In one, all stations will be covered to determine what types of programs are being telecast over this period; in the second, a committee made up of outstanding performers from stations will make up forms giving breakdown of working conditions, pay, duties they are called on to perform, etc. Survey will be repeated, for purposes of comparison, in the fall. TVA has contracts with all Los Angeles stations except KFI-TV, which it is now picketing on that score.

Operation

Sunburst

TELEVISION IMPRESSIONS

as low as

64c PER THOUSAND!

Brochures explaining this unique operation have been mailed out. If you haven't received yours, write or call your nearest WLW sales office.

•

Crosley Broadcasting Corporation

NEW SALES FIRM

Dumont & Lowman Formed

SCOTT, Dumont & Lowman Inc., new television sales firm, has been formed with headquarters in Los Angeles. Principals in the organization are Robert Scott, formerly story chief and producer for Television Features Inc., New York, who will act as president and treasurer; Earl Dumont, former partner in U.S. Anderson Co., executive vice president; Martin Gordon, one time account executive with Ted H. Factor advertising agency, vice president and general sales manager; James Lowman, former KTTV (TV) Los Angeles account executive, vice president in charge of the San Francisco office.

New firm has headquarters at 8225 Beverly Blvd., Los Angeles, with district offices in San Francisco. It has been signed as western representative of Consolidated Television Productions, Los Angeles.

Educators' Support

EDUCATORS are "obliged" to encourage educational programs put on by commercial telecasters "as long as broadcasting companies can bring the responsibilities of government closer to people." That opinion is expressed by Dr. Herbert A. Clark, chairman of the Wilson College Dept. of Education. Writing in the current issue of *Education*, Dr. Clark describes television as a powerful force for good in public education and cites the stimulation of interest in public affairs by the Senate Crime Investigating Committee telecasts.

JULY XMAS

WDTV Mails Cool Number

LOCAL and national agency people, sweating in the July heat, got —of all things—a Christmas bundle from WDTV (TV) Pittsburgh during the month.

The tinsel, Christmas wrapping and holiday card, reading, "Merry Xmas in July! WDTV DuMont Television, Pittsburgh, Pa.," is part of the station's promotion campaign for the fall. The theme is centered on the idea that now is the time for advertisers to think of buying for the fall. Offered by the station were two local presentations on WDTV packaged shows.

WDTV, whose promotion department rounded up the Christmas seals and wrapping paper for the job after a two-day hunt in temperatures ranging to the 90's, says this idea piece is the first in a series of fall promotion pieces to be built around the "Christmas in July" theme.

On the dotted line . . .

NEW ENGLAND TV compaign is launched as Slumberland Products C Waltham, Mass., buys *Television Playhouse* on WNAC-TV Boston. Seat Arthur M. Warshaver (c), firm's pres., signs as Linus Travers (l), Yan Network exec. v. p., and Ruby Newman, Hirshon-Garfield, look on. Sta ing, Murray Davis (l), WNAC-TV acct. exec., and Herbert Stern, H-G ra TV dir.

RCA TV equipment is purchased by San Jose Television Broadcasting Co. (KSJO San Jose). Charles F. Mallory (seated), v. p. and gen. mgr., gives okay where indicated by John P. Riley Jr., RCA sls. exec. Watching is Hal H. Hoffman (l), KSJO natl. sls. mgr.

PFEIFFER's Brewery, heavy radio-T user, is sponsoring *Candid Cam* on WXYZ-TV Detroit under c tract inked by Alfred Epstein (seat pres. and gen. mgr. Standing (l t William Brown, Pfeiffer adv. m William Laurie, acct. exec., Mas Len Kamis, WXYZ-TV sls. mgr.

CONTRACT for sponsorship of *Midwestern Hayride* over WTAR-TV Norfolk, Va., is completed by Brooks Fox (seated), adv. mgr., Bowers Wholesale Corp. Others are (l to r) Winston Hope, WTAR prod. mgr.; Robert Lambe, sls. mgr.; Stanley Gross, acct. agent.

RIGHTS to *Movie Hits* are purchas on KRON-TV San Francisco for B Area Chevrolet Dealers on 26-w basis. Signing contract is Mel Jo son (seated), Campbell-Ewald Agen S. F., while Norman Louvau, KRO TV coml. mgr., looks on. Series co prises first-run Hollywood films.

WHAM-TV Rochester will telecast 10 or 15 Red Wing baseball games basis of pact signed by Club President E. E. Fairchild (seated). Also on ha are (l to r): Bing Devine, Red Wing gen. mgr.; Bob Turner, WHAM-T sportscaster; William Fay, WHAM-TV gen. mgr.; Morris Silver, pres., Colu bia Music & Appliance Store, sponsor.

Telestatus

(Continued from page 58)

hedules. Beer & Wine was second spot accounts, with Toilet Reqsites third in spot and second in network accounts.

Los Angeles was the top city in number of accounts, having a total of 425 during May. New York ranked second with 373, and Chicago third with 321 (see Table III).

* * *

TABLE III

LEADING CITIES BY TOTAL TV ACCOUNTS

City	National-Regional Spot*	Local-Retail**	Total Accounts
Los Angeles	236 (2)	189 (3)	425
New York	245 (1)	128 (5)	373
Chicago	223 (3)	98 (9)	321
Miami	63 (14)	254 (1)	317
Philadelphia	184 (4)	98 (9)	282
Erie	71 (12)	208 (2)	279
San Francisco	154 (6)	111 (7)	265
Baltimore	148 (7)	116 (6)	264
Cleveland	162 (5)	91 (12)	253
Detroit	148 (7)	87 (14)	235
Seattle	97 (11)	107 (8)	204
Washington	106 (9)	96 (10)	202
Minneapolis-St. Paul	108 (8)	90 (13)	198
Pittsburgh	67 (13)	130 (4)	197
Milwaukee	97 (10)	93 (11)	190

*Figure in parenthesis denotes standing in national and regional spot listing.
**Numeral in parenthesis indicates standing in local-retail listing.

* * *

TelePulse Lists Top 25 Network Programs

Of the top 25 network shows, 21 during the January-June 1951 period bettered their July-December averages, but half of them failed to equal their January-June 1950 ratings, TelePulse reports:

	Jan.-June 1951	July-Dec. 1950	Jan.-June 1950
...r Theatre	45.3	46.9	54.9
...ve of Shows	32.9	31.2	29.3
...ken Scouts	31.9	27.9	41.1
...medy Hour	31.4	27.7	...
...erside Theatre	29.8	25.5	30.6
...lic TV Playhouse	29.6	28.5	25.5
...ost of Town	28.7	30.4	40.1
...uth TV Theatre	28.5	21.7	29.4
...C Boxing (Wed)	28.1	15.2	12.9
...dfray & Friends	28.0	24.6	39.7
...udio One	27.9	25.5	28.3
...e Goldbergs	26.3	24.4	33.0
...ews	25.0	18.6	18.2
...t Video Theatre	24.8	21.8	...
...e Against Crime	24.8	19.5	20.7
...e Town	23.9	22.9	...
...e Parade	23.7	21.6	...
...ngalong Cassidy	23.5	20.0	21.5
...ng the Music	22.6	24.4	33.7
...ash Out	22.6	21.4	24.8
...ilette Fights	22.5	17.1	24.2
...ycle Theatre	22.1	15.8	*
...ick Carter	21.6	24.8	28.7
...ne Murray	21.6	15.9	20.5
...artin Kane	21.5	19.3	18.7

On All Accounts

(Continued from page 14)

olitan New York City) advertisers spent more dollars on WPIX the first seven months of 1951 than they did on any other New York TV station.

With an understanding nod to the Audit Bureau of Circulation, virtual dictator of newspaper and magazine space rates, Mr. Noone finds it gratifying that more and more agencies and their clients are now evaluating the impact of television versus print by comparing their cost per 1000 *viewers* versus the cost per 1000 *readers* of their ad in print.

Prior to an 11-year affiliation with the Hearst enterprises, he was with MacFadden Publications, and before that, Tower Magazines, where he utilized his earlier merchandising and sales promotion experience in the agency field, notably with Young & Rubicam, and Lambert & Feasley.

For a starter, he was a messenger boy for *Red Book* and *Blue Book* magazines, products of the Consolidated Magazine Corp. That was in 1923, his short-pants era of expansion.

He joined WPIX in March of this year, after a long chore as sales and promotion assistant to E. T. Meredith, vice-president and general manager of Meredith Publishing Co.

Now, with WPIX readying itself to start telecasting from the tower of the Empire State Bldg., Mr. Noone is expanding his sales staff just "to fit a growing sales potential."

As chairman of the Advertising Committee of the Cardinal's Committee of the Laity, he has also taken a prominent part in civic philanthropic activities. He was chairman of the Magazine Division of the Arthritis and Rheumatism Fund, and was also active in the campaign for the Greater New York Fund. Recently, he has taken a responsible role in the New York campaign for the Boy Scouts of America.

He is married, and his home is at 130 W. 12th St., New York City, with a summer place in the Seaquams Colony of West Islip, Long Island.

SRT • SRT • SRT • SRT • SRT

RADIO and TV STATIONS
Profits Depend on
Efficient Personnel

Our Graduates are
Checked for
Ability and Enthusiasm
Appearance and Personality
Integrity and Showmanship
Trained by
Network Professionals
Trained to
Do more than one job well
Understand your operational problems
Trained with
Complete TV and Radio Commercial Equipment
Trained under
Actual Broadcast Conditions

For Prompt Free Service Call, Write, or Wire
Personnel Division
SCHOOL of RADIO TECHNIQUE
316 West 57 St., N. Y. • PLaza 7-3212

SRT • SRT • SRT • SRT • SRT

HIT THE TARGET WITH TEL RA!

You can't miss complete TV market penetration with any one of these FOUR top sports programs!

"TOUCHDOWN"

Highlights of the top college football games played each Saturday across the nation. 13 week program—first release Sept. 24th. Commentary by Byrum Saam. 30 minutes. Now in its 4th year.

"DICK DUNKEL'S FOOTBALL RATINGS"

Action shots of college teams with scientifically computed ratings of strength, and expectations in coming games. 13 week program—first release Sept. 17th. 15 minutes. Now in its 2nd year. (DISTRIBUTED BY UNITED FEATURE SYNDICATE, 220 E. 42ND ST., N.Y. 17, N.Y.)

"NATIONAL PRO HIGHLIGHTS"

Action plays from each Sunday's professional football games. 13 week program—first release Sept. 24th. Commentary by Harry Wismer. 30 minutes. Now in its 3rd year.

"TELESPORTS DIGEST"

Year-round program—extensive coverage of well-known and little-known sports. 30 minutes. Commentary by Harry Wismer. Now in its 2nd year. (DISTRIBUTED BY UNITED ARTISTS CORP., 729 7TH AVE., N.Y. 19, N.Y.)

WRITE! PHONE! WIRE!

for your market availability or audition prints!

THE COST OF THESE SHOWS IS AMAZINGLY LOW!
THE SALEABILITY IS AMAZINGLY HIGH!

TEL RA PRODUCTIONS
1518 WALNUT ST. • PHILADELPHIA 2, PA.
KINGSLEY 5-8540

Respects

(Continued from page 42)

accounts' business as well as his own. In this respect he considers himself engaged in 26 businesses —those of his 25 accounts plus his own. These accounts he attempts to represent in every facet of their organization. All problems are studied from personnel to the merchandising of the company product, so that the whole operation is familiar to the agency representing it.

Well-Versed Staff

To service them he has carefully trained his own personnel so that they can tackle any problem that may arise. In one instance, with the advent of television, he sent his staff members to television school to learn all there was available to know about the new medium. Now members of his full-fledged television department, established since, not only can write a proper television commercial, but, if the necessity arose, could even operate a television camera.

Contenting itself thus with attempting to do a completely satisfactory job for its present clients, the Weinberg agency puts little effort into looking for new ones. Rather it tries to develop old accounts into larger ones. In return, accounts have come looking for the agency.

With all the headaches and problems that must arise from any business, particularly a so highly competitive one, Mr. Weinberg appears entirely relaxed, with a disposition that would seem to indicate complete freedom from the ailment so often credited to his profession—ulcers.

At the present time the Weinberg agency, which probably places more radio and television advertising than any other local agency, is spending approximately $2 million yearly on both media.

Among his radio and television accounts, most of which are regional, are Lee Pharmacal Co., Los Angeles (cosmetics); California Sea-Food Corp., Wilmington, Calif.; Century Distributing Co., Los Angeles (distributor, Emerson radio & TV sets); Pep Boys (auto accessories stores); Thrifty Drug Stores; Capitol Milling Co., Los Angeles; Southern California Construction Industries Exposition & Home Show; Glorion Inc., Los Angeles (cosmetics); Noe-Ice Co. (food spray); Mike Lyman's (restaurants); Hollywood Turf Club; Jim Clinton (men's clothing chain); May Co. (department stores); Downtown Business Men's Assn. all Los Angeles.

On the subject of radio and television Mr. Weinberg expresses the fear that, if television doesn't "wake up," it might make the same mistake he feels radio did for many years—namely, neglecting local retail advertising. These advertisers, he maintains, are among the largest available, moneywise, inasmuch as they spend a great deal of money on a local le... If local television stations w... study and learn the needs of t... advertisers, he feels the stati... could derive a healthy portion ... the money retail advertisers ... spending.

Bernard Weinberg (he n... could afford a middle name, ... says), was born Aug. 6, 1905, ... New York City. He got little ... portunity to compare the East w... the West because a year later ... family moved to Los Ange... where he has been ever since. Th... he attended elementary schools ... Los Angeles High School, wh... his advertising prowess was ... notably recognized.

At the present time Mr. and M... Weinberg—she is the former E... Stein whom he married in 193... live in Holmby Hills. They h... two children, Tom, 11, and Ja... 7½.

Mr. Weinberg is a member ... the Hillcrest Country Club ... Santa Monica swimming c... Among his hobbies he numb... golf, boating and gardening. ... pairing children's toys has ... come an additional necessary h... by for him.

As for future business plan... "more of the same," says Mr. We... berg.

ATTENDING a meeting of the ... troit Television Council in the ... ler Hotel (l to r): Detroit M... Albert E. Cobo, Clarence Hatch ... council president and executive ... president of D. P. Brother & Co., ... Sen. Charles W. Tobey (R-N. ... Sen. Tobey, featured speaker at ... June session, approved telecas... Congressional sessions and bla... "low, vicious" TV programs.

May TV Shipments

TV RECEIVERS shipped to de... ers in May totaled 234,522, a ... crease of 26,835 from April sh... ments, Radio-Television Mfrs. A... has reported. RTMA reported ... total of 2,310,646 sets shipped ... dealers by counties in the first ... weeks of 1951.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

TELESCRIPTION
ANIMATED AND LIVE ACTION TV FILM S...
20-Second and 1 Minute
823 VICTOR BLDG • WASH...
Sterling 4650

allied arts

CHARLTON G. SHAW, vice president radio-TV index division C. Nielsen Co., Chicago, named executive vice president. He will direct all Nielsen radio-TV sales and client service activities.

Mr. Shaw

BILL CARRUTH, salesman WBKB (TV) Chicago named West Coast sales representative Alexander Film Co., Colorado Springs.

LEONARD G. WAYNE named N. Y. business manager of *Ross Reports on Television*. **MARTEN E. LAMONT** named Hollywood business manager for special report on films for TV, to be published in August coincidentally with opening of Hollywood office of *Ross Reports*.

JAMES C. McNARY, consulting engineer McNary & Wrathall, Washington, announces withdrawal from partnership in firm. He will continue independent practice.

EDITH FEINER, production assistant Lester H. Lewis Assoc., N. Y., television producers, and Robert D. Crichton, article editor, *Argosy Magazine*, N. Y., married July 16, in New York.

AUDIO & VIDEO PRODUCTS Corp., N. Y. moves to new offices at 730 Fifth Ave.

TV TAPE LIBRARIES Inc., N. Y. announces publication of its initial catalog, listing 14 program reels now available.

STERLING TELEVISION Co., N. Y. offering TV stations 89 feature films recently acquired from Motion Picture Management, Hollywood.

WILLIAM R. GOODHEART Jr., former first vice president Music Corporation of America, N. Y., named executive vice president and general manager of Official Films, N. Y. He assumes the position held by **ALEX ROSENMAN** who has retired from active participation in the organization but will continue to serve as a consultant.

ARTHUR PIANTADOSI, Warner Bros., to Bing Crosby Enterprises, as associate producer.

ROBERT PAIGE resigns from Glenn McCarthy Productions, Hollywood, to concentrate on his recently completed TV film series "Mister Maggie Bishop."

GEORGE BOGGS, director of filmed programs ABC-TV, to Jerry Fairbanks Productions, Hollywood, as coordinator.

BORIS LEVEN, production designer 20th Century-Fox signed as art director by Motion Picture Television Center, Hollywood, for forthcoming television productions of firm.

CHARLES E. RYND elected president and director Audio & Video Products Corp., N. Y. Elected directors and vice presidents were **PERCY L. DEUTSCH, RUSSELL O. HUDSON, THOMAS P. ROBINSON, W. OLIVER SUMMERLIN** and **FRED M. THROWER. EDGAR KOBAK** elected director; **RICHARD S. RYND**, vice president, treasurer and assistant secretary, and **NORAH K. DONOVAN**, secretary.

TOM J. MALONEY, executive KEYL (TV) San Antonio, appointed business representative and TV film specialist for INS-INP TV Dept., N. Y.

O. J. REISS, business manager WJBW New Orleans, appointed southwestern account executive for Ziv Television Programs Inc., N. Y.

JOHN LANDRETH, general manager Coffin, Cooper & Clay Inc., L. A., elected president. He succeeds **JOE COFFIN**, resigned to join KLAC-TV Los Angeles as research director. **ERNEST H. CLAY Jr.** elected to fill Mr. Coffin's seat on board of directors.

Equipment . . .

RAYMOND E. ZOOK, assistant to manager of labor relations, Apparatus Dept. General Electric, Schenectady, appointed manager of labor relations for small apparatus division.

THOMAS ELECTRONICS Inc., Passaic, N. J. announces production of new cathode-ray TV picture tube. It is designed for automatic focusing that will eliminate other component now used, according to company announcement.

RALPH E. CARTER, purchasing agent General Electric Co., Schenectady, retires from company after 46 years of service. **GEORGE F. SIMMONS**, assistant to Mr. Carter, succeeds him.

FREDERICK W. TIMMONS Jr., cathode-ray tube division DuMont Labs Inc., Clifton, N. J., appointed regional sales manager for division.

K. R. PATRICK, general manager of engineering products department RCA Victor Co. Ltd., elected president and managing director Canadian Aviation Electronics Ltd., Montreal.

OPERADIO Mfg. Co., St. Charles, Ill., changes name to Dukane Corp. There has been no change in management, personnel or policies.

Technical . . .

DONALD MASSEY, WCEC Rocky Mount, N. C., returns to studio engineering staff WPTF Raleigh, N. C., replacing **LAWTON METCALF**, resigned.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
3R's = 1st
The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.
Represented by Raumer

EFFICIENCY FACTS about the Continental 315 TRANSMITTER

VACUUM TYPE Capacitors

In the Continental 315 Transmitter... both variable and fixed vacuum type capacitors are used in all tuned circuits in the power amplifier output. The reliability of this type of capacitor has been proven by exhaustive tests and use in many high frequency applications.

★

Because of the extremely low power factor inherent in this type capacitor ... the stability of tuning is not affected by temperature or aging. Likewise, power losses are minimized because of this low power factor and high circuit efficiencies are obtained.

PRODUCERS OF
Complete transmitters • Radio frequency inductors • Isolation inductors • Aluminum coupling cabinets • Antenna coupling units Power division and phase control units • Rectifiers - Amplifiers FM-AM Isolation units Arc-back indicators.

CONTINENTAL ELECTRONICS MANUFACTURING CO.
New home of CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4212 S. BUCKNER BLVD DALLAS 10, TEXAS PHONE EVergreen 1137

July 19 Decisions . . .

BY THE COMMISSION EN BANC

Following stations were granted renewal of licenses for regular period: WAYB Waynesboro, Va.; KBZY Grand Rapids, Minn.; KBKR Baker, Ore.; KBOL Boulder, Col.; WMNC Morganton, N. C.; WNLC New London, Conn.; WMRF Lewistown, Pa.; WMRN Marion, Ohio; WMOG Brunswick, Ga.; WMOA Marietta, Ohio; KNEL Brady, Tex.; KDRS Paragould, Ark.; KCID Caldwell, Idaho; WOSH Oshkosh, Wis.; KPLT Paris, Tex.; KORN Mitchell, S. D.; WSTP Salisbury, N. C.; WVVW Fairmont, W. Va.; WTMV E. St. Louis, Ill.; WSIR Winter Haven, Fla.; WSSB Durham, N. C.; WHOC Philadelphia, Miss.; WGKV Charleston, W. Va.; WEAT Lake Worth, Fla.; WKBB Dubuque, Iowa.

WNBC New York—Granted special experimental authorization to employ periodically during regular operation, sub-audible amplitude modulation not in excess of 40 cycles per second with maximum percentage of modulation not to exceed 10% for alert signalling system tests, for period beginning July 19 not to extend beyond the end of WNBC's regular license period (Nov. 1-52).

WBUT Butler, Pa.—Denied application for special service authorization to operate from 6:30 a.m. EST to sunrise, for period ending May 1, 1954, because of interference considerations.

July 19 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WTVJ (TV) Miami, Fla.—Mod. CP new TV station for extension of completion date to 1-27-52.

License for CP

WLAV-TV Grand Rapids, Mich.—License for CP new TV station to designate transmitter location as 230 East 92nd St. (not a move).

WJEJ-FM Hagerstown, Md.—License for CP authorizing changes in FM station.

APPLICATIONS RETURNED

WSHB Stillwater, Minn.—RETURNED applications requesting assignments of license to new partnership and from thence to new corporation, St. Croix Bcstg. Co.

Cheltenham, Pa.—RETURNED application for CP new AM station on 1170 kc 250 w D filed by Fred Gollub.

Polish-American DJ's

A NATIONAL organization of Polish-American polka disc jockeys is now being formed. Interested persons are asked to contact Henry Lazarski, acting secretary, Polish-American Polish Disc-Jockeys Assn., 1010 Willis Ave., Syracuse 9, N. Y.

FCC actions

JULY 19 THROUGH JULY 26

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

July 23 Decisions . . .

BY THE SECRETARY

WIOD-FM Miami, Fla.—Granted license for FM station; Ch. 247 (97.3 mc) 15.5 kw, 285 ft.

WEVD-FM New York—Granted license for FM station Ch. 298 (107.5 mc) 20 kw, 340 ft.

KIRO-FM Seattle, Wash.—Granted license for FM station Ch. 264 (100.7 mc) 4.5 kw, 470 ft.

WEVD New York—Granted license covering changes in vertical ant. and mounting FM ant. on top.

KTKN Ketchikan, Alaska—Granted license covering changes in trans. equipment; cond.

WLYC Williampsort, Pa.—Granted license for AM station on 1050 kc 1 kw D.

WGBR Goldsboro, N. C.—Granted mod. CP to change type trans.; cond.

WIRO Ironton, Ohio—Granted mod. CP to change trans. and studio location and change type trans.; cond.

WLCS-FM Baton Rouge, La.—Granted mod. CP for extension of completion date to 9-19-51; cond.

WHAT-FM Philadelphia, Pa.—Granted mod. CP for extension of completion date to 2-10-52.

WIUC Urbana, Ill.—Granted mod. CP for extension of completion date to 11-15-51.

KSID Sidney, Neb.—Granted mod. CP for approval of ant. trans. and main studio locations.

KE2XDR New York, New York—Granted mod. CP to change rated power from 1.2 kw vis., .750 kw aur. to 5 kw vis. & aur.; also operating power from ERP 5 kw vis. & aur. to output power 5 kw. Emissions A3, A5 for vis. & F3 for aur.; cond. Also granted mod. CP for extension of completion date to 1-1-52.

WAGA-FM Atlanta, Ga.—Granted mod. CP for extension of completion date to 2-12-52.

Eastern Idaho Bcstg. and Television Company, Pocatello, Ida.—Granted license for remote pickup KA9059.

WWA-201 Base, Arecibo, P.R.—Granted mod. license to change frequency to 153.11 mcs.

Radio Station WIBS Inc., Santurce, P.R.—Granted CP and license for remote pickup KA9268.

Green Bay Newspaper Co. Base, Green Bay, Wis.—Granted CP and license for remote pickup KSC-265.

Carbondale Bcstg. Co., Inc., Carbondale, Pa.—Granted CP for new remote pickup KA-9254.

Tallahassee Appliance Corp., Tallahassee, Florida—Granted CP for new remote pickup KA-9263.

WKY-TV Oklahoma City, Okla.—Granted mod. license to change studio location.

Catawba Valley Bcstg. Co. Inc., Hickory, N. C.—Granted CPs and licenses for new remote pickups.

WEPM-FM Martinsburg, W. Va.—Granted license for FM station; Ch. 232 (94.3 mcs), 810 w, minus 170 ft.

Santa Paula Bcstrs., Inc., Santa Paula, Calif.—Granted license for remote pickup KA-8705, KA-8706.

Flagstaff Bcstg. Co., Flagstaff, Ariz.—Granted license for remote pickup KA-8798.

KSMN Mason City, Iowa—Granted license to install new trans.

Green Bay Newspaper Co., [illegible] **Bay, Wis.**—Granted CP and licens new remote pickup KA-9242.

Following were granted CP's fo remote pickups: KA-9240, KA KOC-477 (Clatsop Video Bestrs. toria, Ore.); KA-9241 (Copper Co., Butte, Mont.); KA-9243, K (Radio Station WKEU Inc., Ga.).

KVI Seattle, Wash.—Granted change trans. equipment.

WONW Defiance, Ohio—Granted CP for extension of completion to 9-14-51; cond.

July 23 Applications . . .

ACCEPTED FOR FILING

License for CP

WCTT Corbin, Ky.—License fo to change frequency, power, etc

WMAK Nashville, Tenn.—Licens CP to change DA AMENDED to c to DA-N.

WMNE Menomonie, Wis.—License CP new AM station and change location.

WASH (FM) Washington, D. C.—cense for CP new FM station.

WKPT-FM Kingsport, Tenn.—Li for CP to change ERP from 4.8 k 4.5 kw, ant. from 89 ft. to 85 ft.

Modification of CP

WPMP Pascagoula, Miss.—Mod. new AM station for extension of pletion date.

WSGN-FM Birmingham, Ala.—CP new FM station to change trans., change ERP from 510 kw kw, ant. from 870 ft. to 847 ft. change ant. system.

WKNA-FM Charleston, W. Va.—CP new FM station for extension completion date to 11-10-51.

KEPH Ephraim, Utah—Mod. CP FM station for extension of comple date.

AM—1440 kc

KDNT Denton, Tex.—CP to ch from 1450 kc to 1440 kc, 1 kw-D w-N DA-N etc. AMENDED to ch DA-N pattern.

License Renewal

WVIM Vicksburg, Miss.—Request newal of license.

APPLICATION DISMISSED

WITH Baltimore, Md.—DISMIS application for CP to install new tical ant. and mount TV ant. on tower.

July 24 Applications . . .

ACCEPTED FOR FILING

License for CP

WSTR Sturgis, Mich.—License fo new AM station.

KOAT Albuquerque, N. M.—Lic for CP to change frequency to 126

License Renewal

Following stations request renewa license: KHSL Chico, Calif.; KGB Diego, Calif.; KVOR Colorado Spr Col.; WNLC New London, Conn.; K Twin Falls, Idaho; WASA Havr Grace, Md.; WJDA Quincy, M WCRB Waltham, Mass.; WLOL Mi apolis, Minn.; KGBX St. Joseph, WKNE Keene, N. H.; WCOG Gre boro, N. C.; KPOJ Portland, O WLBR Lebanon, Pa.; KELO S Falls, S. D.

TV—Ch. 24

Danville, Va.—CP new TV st AMENDED to change from Ch. 7 180 mc) 2.65 kw vis. 1.33 kw au UHF Ch. 24 (530-536 mc) 200 kw 100 kw aur., ant. 677 ft.

July 25 Decisions . . .

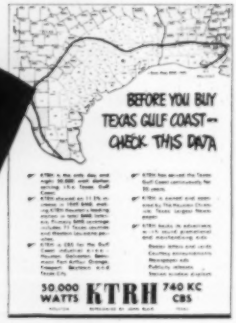
ACTION ON MOTIONS

By Comr. Paul A. Walker

Don H. Martin, Salem, Ind.—Gra petition requesting FCC to accept late appearance in proceeding upon plication for CP.

WPAW Pawtucket, R. I.—Gra motion requesting that Edward M. Entee Esq., be admitted to prac before FCC *pro hac vice* for pur

SRDS *Ads help Radio Director*



"When I go to client conferences, it's usually for talks about budgets," says the Radio Director of an important agency. "I always take SRDS with me. It's not unusual for the client to bring up a question about this or that radio station and ask, 'What do you know about it?' If I haven't got the information in my head, I can always turn to SRDS and if there's an ad, I can give the client a better story than I can from the listings alone." Many radio stations are providing important additional information in Service-Ads near their SRDS listings and their market data in CONSUMER MARKETS to remind time buyers of important facts—when they're building preliminary lists—*or defending the stations they choose.*

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Everett L. Dillard, Gen. Mgr.
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SILLIMAN & BARCLAY
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Republic 6646
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LYNNE C. SMEBY
"Registered Professional Engineer"
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GEORGE P. ADAIR
Consulting Radio Engineers
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1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
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FCC & FIELD ENGINEERING
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Riverside, Ill.
(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LaFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

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participating in taking of depositions Pawtucket in proceeding upon application of WPAW and that of WHIM evidence; and granted authority to PAW to take depositions.

Brazoria Bcstg. Co., Freeport, Tex.—anted petition for dismissal without rejudice of its application.

By Hearing Examiner M. D. Bond

John C. Pomeroy, Pontiac, Mich. — anted petition requesting that Mr. ohn Brattin be admitted to FCC Bar *ro hac vice* to participate as counsel deposition proceedings to be comenced at Lansing, Mich. on July 31; d granted authority to Pomeroy to ke depositions.

WGIL Galesburg, Ill.—Granted petiion requesting that James W. McGrath e admitted to FCC Bar *pro hac vice* to participate as counsel in various deposition proceedings commenced at Centerville, Iowa, on July 20.

Circle Bcstg. Corp., Hollywood, Fla.—Granted petition for continuance of hearing now scheduled for July 25, in proceeding upon its application to a date to be fixed by subsequent order.

By Hearing Examiner Leo Resnick

WINS New York—Granted petition for continuance of hearing from July 30 to Oct. 30, in Washington, D. C. in proceeding upon application for extension of completion date.

By Hearing Examiner Fanney N. Litvin

Lawton-Ft. Sill Bcstg. Co., Lawton, Okla.—Denied petition for leave to amend application so as to reduce maximum expected operating values (MEOV) toward XEDL in direction of present trans. location of KTMS Santa Barbara, Calif., and dismissed insofar as it pertains to proposed trans. location of KTMS.

By Hearing Examiner Elizabeth Smith

WTCH Shawano, Wis.—Granted petition for continuance of hearing in proceeding upon application—now scheduled for July 25; hearing continued to a date to be hereafter fixed.

Iona Bcstg. Co., Iona, Mich.—Granted petition for an extension of time from July 16 to July 20 for filing proposed findings and conclusions of law in proceeding upon its application and that of Seneca Radio Corp., Fostoria, Ohio.

KCNI Broken Bow, Neb.—Granted petition for continuance of hearing from July 23 to Aug. 23, in Washington in proceeding upon application for CP.

By Hearing Examiner Leo Resnick

Western Bcstg. Associates, Modesto, Calif. and West Side Radio, Tracy, Calif.—Granted in part petitions of applicants for continance of further hearing in proceeding upon their applications denied insofar as they request dates other than Oct. 9, 1951.

July 25 Applications . . .

ACCEPTED FOR FILING

License for CP

WSPC Anniston, Ala.—License for CP to increase power, install DA-N etc.

WARD-FM Johnstown, Pa.—License for CP new FM station.

Modification of License

KXOK-AM-FM St. Louis, Mo.—Mod. license to change name of licensee from Star-Times Pub. Co. to KXOK Inc.

Modification of CP

WAGA-FM Atlanta, Ga.—Mod. CP to change ERP and specify correct trans. and studio locations.

WRBL-FM Columbus, Ga.—Mod. CP new FM station for extension of completion date.

WTOL-FM Toledo, Ohio—Mod. CP new FM station to change trans. location, type trans., ERP, ant. height etc.

WWSW-FM Pittsburgh, Pa.—Mod. CP to change FM station for extension of completion date.

WFBC-FM Greenville, S. C.—Mod. CP new FM station to change ERP, ant. height etc.

WISN-FM Milwaukee, Wis.—Mod. CP new FM station for extension of completion date.

License Renewal

WSDX (FM) Louisville, Ky. — Requests renewal of license.

TV CP Amended

WATV (TV) Newark, N. J. — CP AMENDED to change ERP from 5.5 kw vis. & aur. to 5.05 kw vis. & aur. and submit additional ant. data.

(Continued on page 76)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Sales promotion manager needed by outstanding midwest, regional network affiliate. Must be creative with thorough knowledge graphic arts. Must be able to originate and write publicity. Need a sales promotion man who knows radio and is ambitious. Include with letter application salary expectations and a recent photograph with samples of publicity writing, newspaper ad layouts, brochures and other examples of performance. Address Box 341K, BROADCASTING.

Want sales manager with proven record, small, medium market or salesman ready for promotion. Community minded clean individual with integrity and tenacity required. Extremely attractive opportunity money-wise in fine midwest community. Progressive 1000 W fulltime affiliate. Don't delay. Box 365K, BROADCASTING.

Manager - salesman to assume full charge midwest station. Finest and most modern equipment. Excellent opportunity to qualified person. Box 400K, BROADCASTING.

The only station in one of the finest single station markets in the upper midwest is breaking even under absentee ownership and mediocre management. Fine AM-FM equipment, studios, etc.; represents an investment of $100,000. Market population exceeds 100,000. Owned by young expanding company with shortage of executive material. We need immediately a resident manager who can show his confidence in his ability by purchase of substantial minority interest. If this is of interest to you (and you know how to outsell your sales staff) write immediately with complete details to Box 440K, BROADCASTING.

Salesman

Radio station salesman. Topflight salesman to call on radio stations selling nation's number one radio programs. $150 week draw. Exceptional opportunity. Write full details about yourself. Box 384K, BROADCASTING.

Salesman-announcer: Experienced man capable managing remote studio progressive midwestern town 12,000 located 8 miles from station location. Ideal opportunity for aggressive man. Salary plus commission. Box 409K, BROADCASTING.

Head salesman wanted. Pennsylvania area, 15% commission, $75.00 per week draw. Reply Box 441K, BROADCASTING.

Mutual station needs salesman capable of being commercial manager. 20% commissions. Some established accounts will be assigned. Write Keith Tye, Station Manager, KVER, Albuquerque, New Mexico.

Chief salesman wanted in Berkshire, New England area. Fifteen percent commission, $100.00 guaranteed draw for the right man. Contact Nicoll, WNAW, North Adams, Massachusetts.

Florida newspaper owned station with FM affiliate requires experienced time salesman. Famous resort city, excellent opportunity. Car essential. Write Jerry Stone, WNDB, Daytona Beach, Fla.

Midwest 5 kw independent needs experienced salesman. Interested only in experienced man who wants to increase his income. Must have proven record that will stand investigation. Liberal draw against commission. Send full details first letter to WRFD, Worthington, Ohio.

Announcers

Opening night man who can handle football also. Send resume. Texas. Box 405K, BROADCASTING.

Help Wanted (Cont'd)

Announcer-engineer, network station making good profits, congenial small staff, owner-manager, excellent living conditions. $65 to start. Selling not required, but will pay 20% commissions on all sales. Located in southeast. Box 382K, BROADCASTING.

Auditions open week of July 30th, 9 to 11 AM, 2 to 3:30 PM, at local established station for two announcers, preferably announcer-engineers and sports play-by-play staff man. Straight announcers start $50, 48 hours; announcer-engineer, $65, 49 hours; sports play-by-play staff, $60 plus talent, 48 hours. Only experienced, settled men with initiative and imagination need apply. Tape and/or disc auditions acceptable, however, final decision contingent on personal interview. Box 392K, BROADCASTING.

Experienced announcer, midwest 500 watter. Give full details, experience and salary required. Box 401K, BROADCASTING.

Announcer-engineer. opportunity for advancement in profitable network station located near Birmingham. $55.00 to start, small congenial staff, owner is manager, selling not required but will pay 20% commission on all sales. Box 383K, BROADCASTING.

We are interested in a solid responsible man approximately 25 to 35 with a good news voice who would have a real interest in taking charge of and developing high caliber news programs for this station. He must know how to collect and write local news properly. He should preferably be a family man with an interest in permanence. We can offer a high type community to live and work in, pleasant and congenial conditions and we feel, a respectable salary to the right man. Box 425K, BROADCASTING.

Football announcer plus staff duties. Tell all. Box 406K, BROADCASTING.

Wanted: Announcer-engineer. Good salary, security and advancement to right person. Also commercial manager with same proposition. Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Sportscaster-announcer. Take charge of sports department. Heavy on football and basketball. Some staff work. KOEL, Oelwein, Iowa.

Experienced announcer who can write some copy, emphasis on news and music shows. Good pay and pleasant working conditions. Send disc or tape, photo and references to KSRV, Ontario, Oregon.

Combination first phone-announcer, could also use announcer-script writer, announcer-news editor; positions permanent, small town, moderate living costs: air-conditioned plant, splendid equipment; write or phone Jackson or Crenshaw, KVLH, Pauls Valley, Oklahoma.

Experienced announcer wanted by established independent. Must have good news voice, smooth ad lib style, 40-hour week, good working conditions, send tape or disc with full particulars to Manager, WCNT, Centralia, Illinois.

Wanted, fulltime staff announcer: a real opportunity for announcer with some experience. Personal audition and interview necessary. Position available immediately. Write or wire to WHFB, Benton Harbor, Michigan.

Announcer-engineer, with first class ticket, at least six months experience. Good working conditions, 250-watt network station. Send disc, qualifications and salary requirements. WMLT, Dublin, Georgia.

Help Wanted (Cont'd)

Will pay sixty-five for good combination man who can read a commercial and do DJ work. Send disc or call at WMPM, Smithfield, N. C.

Engineer - announcer for splendidly equipped small town station near Atlanta. Want good engineer—willing to teach announcing. Permanent position. Reasonable living conditions. WMOC, Covington, Georgia.

Combination announcer-engineer wanted for station about to go on air. If interested contact Crest Broadcasting Co., WPMP, Pascagoula, Miss.

Wanted—Staff announcer with good voice and English for little station with big ideas and lots of production. Salary open. Wire, phone WSDR, Sterling, Illinois.

Announcer and announcer - engineer wanted. South Georgia network affiliate needs a straight announcer and also combo man. Good salary. Present help adequate, but looking ahead. Telephone 327, WVOP, Vidalia, Georgia.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Pleasant, informal combo man for small market. Best working conditions and job security. Excellent salary. Opportunity for promotion. Send disc to Gerald A. Bartell, Empire Building, Milwaukee 3.

Technical

Somewhere there is a man with a first class phone ticket who can handle an announcers job creditably and who would like to sell on the side. If that man will get in touch with us, he'll be placed in a job that can easily bring excellent earnings. This is a permanent job. We want a level-headed fellow who will settle down and become part of our community. No prima donnas wanted. A car is needed. Pennsylvania. Box 278K, BROADCASTING.

Minnesota station needs operator with first class license. Experience not essential. Send information and expected starting salary per 40 hour week to Box 311K, BROADCASTING.

Ohio station needs experienced engineer. Good living and working conditions. Position permanent. Send resume past experience, salary requirements, etc. to Box 410K, BROADCASTING.

Combination operators for stations in several east central states. No experience necessary. Opportunity for advancement. Reply c/o Chief Engineer, Box 867, Morgantown, W. Va.

Control operator, first class license. $55 a week to start. Send photo, references to KBIX, Muskogee, Oklahoma.

Wanted, any combination of engineer, announcer, script writer and salesman, KCNI, Broken Bow, Nebr.

5000 watt network station with 10,000 watt CP needs fulltime transmitter engineer. Attitude more important than experience. Transportation necessary. Contact Louie Gemoets, KEPO, El Paso, Texas.

Wanted engineer, experience unnecessary. $55 for 40 hours time and ½ over 40. Car essential; paid vacation. Contact KGAR, Box 878, Garden City, Kansas.

Top salary for engineer. Forward details to KOEL, Oelwein, Iowa, attention Ralph Giese.

Combination first phone-announcer. See our ad under Help Wanted—Announcers. KVLH, Pauls Valley, Oklahoma.

Help Wanted (Cont'd)

Immediate opening for combinatio class - engineer-announcer. Salar cording to ability. Contact Bob B Radio Station KPAN, Hereford, T

Experienced engineer, $70.00 per month's bonus at Christmas, health, life, sickness and hospitali insurance, vacation with pay. No ers. WAIM, Anderson, S. C.

Have immediate opening for en with first phone. No experience n sary. Combined operation in s man's paradise. WCRK, Morris Tennessee.

Engineer with first class radio-tele license for resort community, climate and working conditions. Radio Station WEEB, Southern P N. C.

Wanted: First class operator for W Fayetteville, North Carolina. In ing 5 kw transmitter. Interesting w

Three Ohio stations need engineers combo men. Send applications W Gallipolis, Ohio.

First class engineer for ten weeks tion schedule. Experience unneces Bachelor quarters furnished. W AM & FM, Jamestown, New Yor

Immediate opening for transmitter gineer, 1 kw ABC. Car neces Contact Harold White, WKTY, Crosse, Wisconsin.

Chief engineer: Announcing ability ferred, but not necessary. Perma position. Salary based on experie Contact Curtis Liles, WMLS, Sylaca Alabama.

Wanted, transmitter operator for Mutual station. $55 for 44 hours. to $60 if satisfactory. WSIP, Pa ville, Ky.

Production-Programming, Oth

50 kw midwest station looking for w awake publicity woman, experi preferably in station or agency licity department. Give complete formation, background, references salary in first reply. Address Box BROADCASTING.

Radio and TV writer, script and c mercial, by medium-sized Pittsb agency as addition to 4-man dep ment. Moderate salary, good op tunity for advancement in produc Send photo, experience outline, a ability date and desired salary to Reply Box 339K, BROADCASTIN

Experienced copywriter, to pro original, results-getting copy. Give details, samples and salary requ Box 402K, Broadcasting.

Executive asst. with solid backgro of programming, production, news promotion, to supervise such dep ments in a highly rated regional work station. Must have succes previous record in these fields an able to build high ratings in a c petitive market. State previous perience, salary expected and all pertinent details. Confidential. 412K, BROADCASTING.

Strong promotion man needed for station in midwest. A real chall for right man with salary comme rate with ability. Send complete tails with first letter. Box BROADCASTING.

News director, able to take full ch of a live wire news room in a lea 5000 watt, north-central network iate. Must be a topflight newsca thoroughly experienced in local re ing, editing wire copy and be ab direct other news personnel. Repl confidence, giving detailed pre experience, salaries, when ava and attach small photograph. 413K, BROADCASTING.

Newsman. To gather, write, news local news and handle wire. H Winsor, WBYS, Canton, Illinois.

Wanted: Program director! worker, with initiative, knowhow traffic, copy, production. Immed opening. Wire or call David Wil WXGI, Richmond, Virginia.

Situations Wanted

Managerial

ber, clean cut personality who can age and sell properly open for a soon. Hard worker, knows radio, not a cheap man. Your move. Box K, BROADCASTING.

ager-program director-sales direc- 11 years radio experience. 3 years eral managerial experience in small ion operation. Very active in civic rs. Married. Veteran. Steady, re- le. Excellent references. Box 403K, DADCASTING.

erienced manager, PD. Put new ion in black in first year in duo city as manager, PD. Veteran. exempt, married. Box 424K, DADCASTING.

ressful sales manager desires ad- ement opportunity. Competent, endable and experienced. Prefer r midwestern market on 5000- watt station. Box 426K, BROAD- STING.

ion manager who has 12 years back- nd radio and accounting has good ion to desire change. Thorough wledge of all station operations. d background includes college edu- ion, management, advertising and motion plus practical experience. ried, family, draft exempt, good rd. Available reasonable notice present employer. Box 428K, OADCASTING.

erienced radio, television. Back- und of accounting and sales. Now loyed supervisory capacity in tele- on. Available as manager of local assistant manager of regional sta- . Box 432K, BROADCASTING.

Salesman

erienced salesman, desires position southwest. Brochure on request. 434K, BROADCASTING.

Announcers

w York stater; announcer 9 years, ½ year, family. Box 207K, OADCASTING.

-entertainer desires position with gressive station, east or south. le, draft proof, clean living habits. fer morning show. Specializes in music, knows studio equipment. 259K, BROADCASTING.

ouncer-engineer, 1st phone. Pres- ly employed as announcer-chief en- eer. Over 4 years experience, good e. Married, draft exempt. Resume, ture, tape or disc available. Posi- n must be permanent. Write Box K, BROADCASTING.

ouncer, colored, good voice, mass eal, promotional ideas. Box 296K, OADCASTING.

ch healer?—No! Just a good staff newscaster, some experience, look- for station needing a shot in the . Handle any board. Disc. Box K, BROADCASTING.

ture announcer, 5 years experience, erior voice and technique, com- ent all phases, desires affiliation with tropolitan organization. Box 309K, OADCASTING.

nouncer, strong news, commercials. loyed. Veteran. Married. 31. ee years experience. Desirous of ing with progressive kw or more work affiliate. Minimum $65.00 ekly. Box 325K, BROADCASTING.

nouncer, experienced, having good very, does some singing. Available diately. Box 381K, BROADCAST- G.

king job staff announcer. Trained dio City, New York. College back- und, pleasing voice. Strong on s, commentary. Can write com- cial copy. Disc available. Box K, BROADCASTING.

nsin man prefers permanent an- ncing position in Wisconsin. 10 rs experience in all phases of an- ncing. Married, no drifter. Box K, BROADCASTING.

nouncer, four years experience, scasting, disc jockey shows, strong commercials. Presently employed king position with progressive sta- in large trade area. Married, 26, eran, draft exempt. Conscientious, r, reliable. Box 388K, BROAD- STING.

Situations Wanted (Cont'd)

Experienced sports and staff announcer, now employed, looking for improvement. Upper midwest location desired. Box 391K, BROADCASTING.

Indiana, Ohio, Kentucky. 5 year man all phases. Top announcer, now PD. Prefer announcing. $80 minimum. Box 393K, BROADCASTING.

Sports, three years, baseball, football, basketball. Presently summer replacement Chicago staff. Available Sept. 1. Box 395K, BROADCASTING.

Staff announcer or disc jockey, top graduate of recognized school, disc available. Position desired in Penna., Ohio, etc. Box 407K, BROADCASTING.

Sportscaster; news, special events. 4 years experience, college background, employed, draft exempt, capable and reliable. Want station with year round sports coverage. Available September 1; will go anywhere for right offer, $60 plus talent. Box 414K, BROADCASTING.

Announcer-engineer, 2 years experience, general staff announcer, draft exempt, available 2 weeks. Make offer. Box 415K, BROADCASTING.

Do you value skill, experience, stability, responsibility? Capable, well trained announcer wants berth alert station, largish city. Good newsman; offers also easy-going, creative audience building morning show. Excellent references. Box 420K, BROADCASTING.

Announcer, good saleable program ideas, college grad, family, seven years experience, wants permanent job with decent living wage. Box 421K, BROADCASTING.

Two years announcer training. Want ground floor opportunity. Married, 22, car, no children. Unemployed, will travel immediately. Everyone answered. Box 422K, BROADCASTING.

Announcer-engineer. First phone, available anywhere. Single, draft exempt. Strong, virile voice. Knowledge script writing, advertising. Tape available. Box 427K, BROADCASTING.

Sportscaster, network references, 6 years experience doing play-by-play of college and professional football, basketball, boxing and baseball. Married and draft exempt. Box 431K, BROADCASTING.

Sports announcer, one year experience, married, veteran, exempt, want more sports, available September 1st or before. Employed. Box 433K, BROADCASTING.

Sportscaster, experienced all sports, in New York TV past year. Seeking permanent return to sportscasting. Top sports promotion record. College grad. Will travel. Box 436K, BROADCASTING.

Rated A-1 commercial announcer and newscaster. Excellent voice and technique. TV experience. 8 years radio. Held first phone. Dependable family man, thirty, draft exempt. All inquiries promptly answered, good work, for good income. Box 443K, BROADCASTING.

Sports announcer. Staff experience; play-by-play; commentary. West coast preferred. Disc, photo, available. Married, 24, draft exempt. Box 444K, BROADCASTING.

Experienced announcer, one year as combo man desires staff announcing. Pleasing voice, strong on pop DJ, sports and news. Married veteran, midwest please. Currently employed, available two weeks notice. Tape on request. Box 445K, BROADCASTING.

Part-time announcing in Chicago area. Had experience during schooling. Play-by-play and sports commentary, news, commercials, ad lib. Telegenic. Disc, interview. Hal Chapman, 4246 Sheridan Road, Chicago, BU 1-0300.

Announcer, deep resonant voice, 33, veteran. Experienced, can handle board, 3rd class ticket. Will travel. John Gary, 635 Hemlock St., Scranton, Penna., Phone 2-1180.

Versatile gal: Announcing, continuity, production. Some experience. Board operation. Best reference. Single, will travel. Vivian Harrison, Box 274, Nutterfort, W. Va., Phone: Clarksburg 4-6849.

No professional experience but plenty of zeal, beautiful voice quality and two years announcing training. Will go anywhere, start at bottom. Record, photographs available. Gene Parsh, 2003 W. 70th Place, Chicago 36.

Combination man, 3 years experience. $75.00 minimum. Prefer Georgia or southeast. Contact Lee Raines at 360-M Cordele, Georgia after August First.

Situations Wanted (Cont'd)

Rusty reservist, just discharged from service. Experienced play-by-play, staff, DJ, Gates board. Age 31, married, settled. Jack Wilkerson, Box 4112-NE, Dearborn, Michigan.

Technical

Chief engineer. Twenty years experience construction and maintenance, excellent past record as chief. Available immediately. Family. Box 253K, BROADCASTING.

Chief engineer: Twenty years experience all phases, desires permanent connection with progressive station in southwest or Rocky Mountain area as chief or operating engineer. Experienced complete station construction, maintenance, operation. Excellent references. All inquiries answered. Box 338K, BROADCASTING.

Engineer, 4½ years experience AM-FM-TV, single, age 28, now employed, desires work in Florida. Any offer considered. Box 350K, BROADCASTING.

Central Kentucky, especially around Lexington, holds big attraction for me. Interested in attractive engineering position—operator or chief. 4½ years AM transmitters through 5 kilowatts. Completing 3 years chief 1 kilowatt nearby state. Good references, personal habits. Have possibilities of making homespun hillbilly DJ. Single veteran. Car. Write for details. Box 385K, BROADCASTING.

1st phone, no experience, ex-GI, single, 24, without car. Box 399K, BROADCASTING.

Transmitter operator, first phone, experienced to 10 kw AM. Draft exempt, available immediately. Northeastern states only. Box 404K, BROADCASTING.

Chief engineer: Years of experience including new constructions. Now employed. Box 416K, BROADCASTING.

Desire permanent position in Pennsylvania. Engineer-announcer. 1st phone. Eight months experience independent. Married, draft exempt veteran. Box 423K, BROADCASTING.

Versatile university student desires employment while completing studies. Thoroughly experienced as engineer or announcer. Reliable family man. Box 429K, BROADCASTING.

Engineer, presently employed. Ten years varied experience including directional arrays. Desires permanent position. Pertinent facts first letter please. Box 435K, BROADCASTING.

Combo chief engineer-announcer, 2½ years experience desires change. Married, family, veteran, 30 years of age, have car. Will consider straight combo job. Complete offer first letter please. Will go anywhere. Write Box 437K, BROADCASTING.

Chief engineer, 3 years experience all phases broadcasting including construction from ground up. Advanced TV training. Permanent, no combo. Married, 26, draft exempt, location immaterial. References. State salary. Apt. 13, 2267 Newport Blvd., Costa Mesa, Calif.

Production-Programming, others

"Girl Friday" thoroughly trained Radio City, can write commercial copy, all phases radio, DJ, women's feature etc; some air experience, good appearance, disc available. Box 340K, BROADCASTING.

Male continuity writer. Single, draft exempt. Formerly with CBS affiliate. Capable of solid selling copy. Box 366K, BROADCASTING.

Program director, young man, 25, exempt vet, with wealth of experience packed into 5½ years. Presently musical director Chicago station. No hurry, but would like to settle in smaller city with a new operation. Box 389K, BROADCASTING.

Programming. Writing newscasts, advertisements, shows. Occasional announcing and acting. South. Young woman. Education and travel. Experience teaching, campus newscasting, radio course. Goal educational television. Box 418K, BROADCASTING.

Program director, not merely trying to get something, but willing to give all it takes to serve you! Experienced in radio since 1939; fine references, draft exempt, presently employed as radio educator and program man. Serious minded, reliable. Age 31, single. No detrimental habits. Can handle personnel. May I ask to serve you? Box 439K, BROADCASTING.

(Continued on next page)

attention

ADVERTISING SALESMEN

now working in

- Seattle
- Portland
- Spokane
- Salt Lake City
- Los Angeles
- San Francisco
- San Diego
- Denver
- San Antonio
- El Paso
- Houston
- Dallas
- Fort Worth
- Tulsa
- Oklahoma City
- New Orleans
- Shreveport

We are looking for a promotion-minded account executive in each of these localities, to sell and service advertising accounts for the world's largest AAA-1 manufacturer of advertising media. If you believe you have a creative mind, a good basic knowledge of advertising and a determination to earn in excess of $12,000 per year, you may be the man we are looking for.

Interview will be arranged in each of these towns in the very near future. If interested please write in detail about yourself and qualifications to Box 430K, BROADCASTING. All replies will be treated confidential.

XUM

Situations Wanted (Cont'd)

Program director regional station. Experienced. All phases of radio including sales. With KRNT, a Cowles station and one of top regionals, for nine years. KRNT management gladly furnish recommendations. Carter Reynolds, 4122 Northwest Drive, Des Moines 10, Iowa. Phone 7-0591.

Television

Production-Programming, Others

Experienced in television. Master's Degree. Management experience in other fields. Seeking TV production supervisory position, or directing where advancement possible. Box 219K, BROADCASTING • *TELECASTING*.

Film program director: 13 years experience shooting and preparing program and commercial film for TV. Qualified live or film program director, can operate all TV studio equipment. 31 years old, family. Present contract expires soon. Box 380K, BROADCASTING • *TELECASTING*.

For Sale

Stations

For sale, fulltime, network station in fast growing southwestern city. 1950 population 150,000 has been increased due to defense plants and Air Force expansion. Well established with local and regional advertisers and agencies. Annual gross $165,000. Both sales and profits sharply above last year. High Hoopers. Pleasant living. High, dry climate. Wonderfully cool summers. Warm, comfortable winters. Owner devoting energies to new, larger property. Priced for quick sale at exceptional figure $75,000. Approximately $60,000. Cash at time of FCC approval. Balance in long-term notes. Write or wire. Box 262K, BROADCASTING.

Equipment, etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Presto PT-900 tape recorder $600.00. Magnecord PT-63-AH recorder unit $300.00. W. E. 618-A microphone $100.00. RCA BA-4C amplifier $100.00. Revere T-100 tape recorder $125.00. All of this equipment is like new. Box 394K, BROADCASTING.

250 watt Gates transmitter with solar transformer; tubes, crystals 1450, exciter, write Box 397K, BROADCASTING.

For sale or trade, channel two or three bay bat wing antenna type TF-3A will sell or trade for channel three five bay bat wing antenna. Immediate delivery. Box 398K, BROADCASTING.

Two RCA type TMV-129B crystals for 1450 kc, excellent condition, price each $50.00. Contact Chief Engineer, KOAT, Albuquerque, N. M.

Gates CB8R recorder, RA 10 recording amplifier and Gates 60 A Preamp. Make reasonable offer for all or any piece. WBYS, Canton, Illinois.

RCA 1 kw FM transmitter, 2 section Pylon, Hewlett Packard FM monitor, 106-ft. Truscon tower. Combination price, $3,000.00. Address Charles W. Hoefer, Aurora (Ill.) Beacon-News.

Wanted to Buy

Stations

Want to buy west Texas station. Will keep your reply confidential. State price, terms, gross. Box 411K, BROADCASTING.

Equipment etc.

Towers needed, three, 185-foot towers either guyed or self-supporting. Will take one, two or three from a customer. Write Box 372K, BROADCASTING.

Wanted: 1 kw used transmitter. Will pay reasonable price. Write or wire. Box 396K, BROADCASTING.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc.; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

Help Wanted

Announcers

Good
combination man
wanted
who would like to live in nice friendly Colorado town. Permanent job available immediately. Contact
Orth Bell, KLMR, Lamar, Colo.

Production-Programming, Others

An immediate opening for
TOP-FLIGHT COPYWRITER
. . . an experienced man who LIKES to write . . . to write persuasive copy, imaginative continuity . . . who likes to develop program ideas, spots and campaigns . . . a creative thinker.
For this man the starting salary's higher than average; the top determined by his ability and value . . . opportunity only as limited as his imagination. Send samples and data directly to:
Laury Arnold
WTAC—Flint 3, Mich.—(NBC)

For Sale

Stations

ONLY STATION
in growing eastern industrial city of 15,000. Principal owners have other interests demanding attention. Real opportunity at $50,000. All cash not necessary. Principals only, no brokers. Box 214K, BROADCASTING.

For Sale (Cont'd)

Stations

Local Network station in excellent midwestern small community — Principal owners desire to sell because of other interests demanding their full time. Excellent opportunity for owner-manager, price—$75,000 cash. Principals only—No brokers. All replies confidential.
BOX 328K, BROADCASTING

SOUTHERN CALIFORNIA . . . Fulltime Network station. Eighty miles from L. A. Out of TV area. Beautiful studios on large acreage. Serving twin cities on three main highways. Nine million tourist audience. Price $60,000 cash. Half can be financed. Box 408K, BROADCASTING.

STATION for sale
Only station in New England market over 50,000. Profitable network affiliate in non-TV area.
Excellent reason for present owners desire to sell.
$60,000. Reasonable terms. Principals.
Box 419K, BROADCASTING

Situations Wanted

Television

Production-Programming, others

EXPERIENCED
TV DIRECTOR PRODUCER
1000 program hours
(3 years)
OF LIVE STUDIO SHOWS
VARIETY
WOMEN'S
SPORTS
SCIENCE
CHILDREN'S
EDUCATION
including network origination
CURRENTLY EMPLOYED
large eastern metropolitan station
TOP REFERENCES: VETERAN; FAMILY MAN.
BOX 438K,
BROADCASTING • *TELECASTING*

Employment Service

EXECUTIVE PLACEMENT SERVICE
Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.
HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

Southwestern Network
Station—$80,000.00

Well established property in a very desirable metropolitan southwestern city of more than 150,000 population. Rapidly growing market. Net and gross well ahead of last year. Sales in excess of $150,000.00 annually. An ideal climate, cool summers and warm winters. Priced for quick sale at $80,000.00. We can finance up to 50%.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

NATIONAL NIELSEN* RATI... TOP RADIO PROGRAMS

(Total U .S. Area, including Small-To... Farm and Urban Homes—and includ... Telephone and Non-Telephone Hom...

REGULAR WEEK JUNE 17-23, 195...

Current Rank	Programs	Current L... Ho...
EVENING, ONCE-A-WEEK (Average for All Programs)		
1	Lux Radio Theatre (CBS)	
2	My Friend Irma (CBS)	
3	Mr. and Mrs. North (CBS)	
4	Walter Winchell (ABC)	
5	Mr. Keen (CBS)	
6	Godfrey's Talent Scouts (CBS)	
7	You Bet Your Life (NBC)	
8	F.B.I. in Peace and War (CBS)	
9	Your Hit Parade (NBC)	
10	Bob Hawk (CBS)	
EVENING, MULTI-WEEKLY (Average for All Programs)		
1	Beulah (CBS)	
2	One Man's Family (NBC)	
3	Club 15 (CBS)	
WEEKDAY (Average for All Programs)		
1	Romance of Helen Trent (CBS)	
2	Ma Perkins (CBS)	
3	Arthur Godfrey (Liggett & Mye... (CBS)	
4	Our Gal, Sunday (CBS)	
5	Big Sister (CBS)	
6	Wendy Warren and the News (CBS)	
7	Aunt Jenny (CBS)	
8	Rosemary (CBS)	
9	Perry Mason (CBS)	
10	Pepper Young's Family (NBC)	
DAY, SUNDAY (Average for All Programs)		
1	True Detective Mysteries (MBS)	
2	Martin Kane, Private Eye (NBC)	
3	On the Line with Bob Considine (NBC)	
DAY, SATURDAY (Average for All Programs)		
1	Armstrong Theatre (CBS)	
2	Stars Over Hollywood (CBS)	
3	Grand Central Station (CBS)	

NOTE: Number of homes is obtained by ... plying the "NIELSEN-RATING" (... 41,903,000—the 1951 estimate of ... United States Radio Homes.

* Homes reached during all or any pa... the program, except for homes listening ... 1 to 5 minutes.

Copyright 1951 by A. C. Nielsen C...

WACL WAYCROSS
Beams Farm Progra...

WACL WAYCROSS, Ga., is on ... air with a specially adapted for... for the area it serves. Stati... owned and operated by Teletro... Inc., carries programs which f... ture livestock and farming to... of interest to the region. F... broadcast was June 21. WA... operates on 570 kc with 100 w... time.

Lloyd E. McKinney, forme... with WMJM Cordele, Ga., is c... engineer. E. K. Avriett is s... director. Other personnel at WA... include Bob Lay, program direct... Margaret Harrison, program ... partment; Dick Richards, spo... Paul T. Hayes, news director, ... Maurice A. Cadle, assistant e... neer. WACL carries Lang-W... library and AP news.

KCBS to 50 kw

KCBS San Francisco Aug. 9 ... begin operation with increa... power of 50 kw, Arthur ... Hayes, CBS vice president ... manager of KCBS, announced ... week. Switchover from the o... kw transmitter to the new 50... facility will be made during a ... tionwide dedicatory broadcast ... CBS, featuring civic dignita... Mr. Hayes said.

air-casters

OBERT M. ADAMS, assistant director of press information and promotion WTOP Washington, ointed director of publicity and lic relations WOL Washington, ceeding **ROBERT W. MILLER,** d to active duty with Army. **RREN BOOROM,** WWDC Washon, succeeds Mr. Adams at WTOP.

EDERICK W. SMITH appointed ctor and assistant to **W. R. ROBB** program manager KEYL (TV) Antonio. **ROBERT G. DALCHAU,** stant in film department, ap-

Mr. Smith

Mr. Dalchau

ted film editor, succeeding **TOM ALONEY,** resigned. **BILL MICHLIS,** stage manager, named to diing staff. **VERNON POERNER,** eeds Mr. Michaelis as stage man-. The Fort Industry is buying TL [BROADCASTING • TELECASTING, 23].

BERT D. WILLIAMS, manager and ram director KUMW Wichita, , appointed program director N-AM-FM Birmingham, Ala.

C REHNWALL, sales representa- Frederic W. Ziv Co., appointed handising director WCCO Min-olis.

RY MONROE, announcing staff NT Gloversville, Va., to announcproduction staff WRVA Rich-d, Va. **SAM FOUTS,** continuity ter, transferred to Larus & Bros. (owner of WRVA) as assistant rtising manager. **CATHERINE MPSON** and **FRANCES GLASS** d to continuity staff. Miss pson will replace Mr. Fouts.

LMA [illegible]INBARG, continuity WEIR Weirton, W. Va., to WFDF , Mich., in same capacity.

N BUCKLAND, graduate Columnstitute, Phila., appointed to anring staff WAYB Waynesboro,

N STERN to advertising and promotion department WMGM York. She was with WATV (TV) Newark and KSFO-KPIX (TV) San Francisco.

GLORIA SWEGMAN, WRC Washington, to WMGM New York on publicity staff.

BUD BOWERS, announcing staff WPKE Pikeville, Ky., appointed program director.

BOB RAFFERTY and **DAVE STASHOWER** appointed to announcing staff WJMO Cleveland. Mr. Rafferty will handle musical shows and Mr. Stashower will take charge of special events and afternoon newscasts.

JERRY STRONG, disc jockey WINX Washington, to WMAL Washington, in same capacity.

DAVE MURPHY, ring master Ringling Bros. & Barnum & Bailey Circus, to WSPB Sarasota, Fla., as disc jockey and special events man.

ROBERT BELL, production staff NBC-TV, resigns from network to undertake production work independently and for the Voice of America.

BILL WELLS to WBBM Chicago, as announcer, handling two-hour record program, *Matinee at Midnight.*

PHIL REGAN, star of *Phil Regan Show* on CBS, awarded special commendation by Navy for his work for the Armed Forces.

RUTH AVERY, personnel interviewer ABC Western Div., named assistant to **FLORENCE SHIRO,** newly appointed radio-TV personnel director [BROADCASTING • TELECASTING, July 23].

JOHNNY DOWNS, movie and stage actor, starts as m.c. of five weekly hour-long afternoon variety show on KECA-TV Hollywood.

C. S. FORESTER, author of *Captain Horatio Hornblower,* signed by NBC-TV as principal writer on network's *History of U.S. Naval Operations.*

TODD PURSE, announcing staff, WXYZ-TV Detroit, to WENR-TV Chicago, in same capacity.

BLAKE EDWARDS, script writer on CBS *The Line Up,* to writing department Columbia Pictures, Hollywood.

KATHLEEN HITE, script editor on Columbia Pacific *The Whistler,* transfers to CBS *Philip Marlowe,* to take over same duties.

MARGOT DUBA, secretary to ABC Western Div. production manager, appointed supervisor of announcers for network Western Div.

LIZ KIRK to music library staff WLS Chicago.

WILLIAM J. SMALL named to continuity staff WLS Chicago. He was writer and producer at KROD El Paso, Tex.

GEORGE SIDNEY, film director and president Screen Directors Guild, named permanent guest director NBC *Screen Directors Playhouse.*

News • • •

WILLIAM J. TROPEY, news editor WOCB West Yarmouth, Cape Cod, Mass., appointed director of news and special events WARA Attleboro, Mass.

LEO PERSSELIN, farm director KFGO Fargo, N. D., to WSYR-TV Syracuse, N. Y.

GENE GODT, newscaster WHO Des Moines, father of boy, John Ransom, July 6.

EDWIN L. KAUFMAN, reporter and writer WPAY Portsmouth, Ohio, appointed news director, succeeding

NED SHERIDAN, program director who has been acting as news director.

CHUCK BERGESON, WSOO St. Louis, appointed sports director WFDF Flint, Mich.

BILL DOWNS, war correspondent CBS, father of girl, Karen Louise, July 17.

FRANK COOLEY, farm director WHAS Louisville, to California Farm Bureau at Berkeley, Calif., as information director and advertising manager. Was succeeded at WHAS by **DONALD T. DAVIS** [BROADCASTING • TELECASTING, July 23].

CLETE ROBERTS, news commentator, and **RUSSELL DAY,** cameraman, on four months trip to England, France, Germany, Balkans, Near East, and South Africa where they will film news events interviews with key political figures and "the common man." Films will be used on *Esso Reporter* on CBS eastern television network and on Mr. Roberts' nightly *Clete Roberts Reports* on KLAC-TV Hollywood.

EVERETT MITCHELL, noted radio commentator of *National Farm and Home Hour* on NBC, departing on flying visit to 12 countries in Europe and Middle East.

NEARLY 30 YEARS

MANUFACTURERS OF FINE BROADCASTING EQUIPMENT

Gates

RADIO COMPANY

QUINCY, ILLINOIS

A CHAS. MICHELSON HIT!

"STORIES OF Fabulous Gems"

5 MIN. SHOWS TRANSCRIBED

for particulars

CHARLES MICHELSON, Inc.

15 WEST 47th ST., NEW YORK 19

FOR MEMBERS ONLY

The 1951 BROADCASTING • TELECASTING Marketbook is making its way through the presses as you read this announcement.

BROADCASTING • TELECASTING subscribers will receive this 200-page section as part of the August 20 issue.

Timed for peak Fall buying, the '51 Marketbook gives you Spot Ratefinder, newest rate information, population shifts, county-by-county breakdowns, state statistics, TV circulation, foreign language stations — plus brand new state and regional maps especially drawn for this edition.

And for better perspective, our latest 25" x 35" three-color radio-tv map will be inserted in each Marketbook.

Increased publishing costs limit press run of this 200-page section. Copies automatically reserved for BROADCASTING • TELECASTING subscribers.

If you are not a subscriber, you may now start your own subscription and receive the big Marketbook as a bonus. It's a $7.00 investment that pays dividends every week.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

By all means, start my subscription right away and be sure to send the 1951 Marketbook with the August 20 issue.

Name

Company

Title

Street

City Zone

State

☐ $7 Encl ☐ Bill me

'51 Marketbook Special

'FOURTH MAN' THEME

TO LAUNCH its "Fourth Man" promotion in New York last week, Columbia Pacific used postcard teaser campaign among agencies and advertisers in city. Four cards were sent during week—first bearing "Fourth Man" signature cut: second and third asked consecutively, "Who Is the Fourth Man" and "What Does the Fourth Man Mean to You"; final one advised that Edwin Buckalew, Columbia Pacific general sales manager, would introduce them to *Man* this week. Special promotion deriving its name from fact that one out of every four residents on West Coast has been there less than 10 years is being used in New York, Detroit, and Chicago to prove radio's dominance on West Coast [BROADCASTING • TELECASTING, July 23].

EXCLUSIVE INTERVIEW

KAHU Waipahu, Oahu, T. H., used tape recorders to cover finish of trans-Pacific yacht race, and interview winners. Station aired exclusive interview with boatman lost at sea for more than 30 hours during race. KAHU broadcast directly from finish line.

NEW QUIZ SHOW

DuMont TV Network launching educational-quiz program, *What's the Story*, Wed., 9-9:30 p.m. Program features Walter Raney, DuMont newscaster, as quiz-master "City Editor."

Advertisers frequently consider **shifts in media.** Your advertising in Printers' Ink strengthens your **"consumer franchise"** with the leading **buyers of advertising** and so keeps them sold on you.

programs promotion premiums

RCA SELLING CAMPAIGN

RCA VICTOR, to promote its summer radio advertising campaign, has prepared special dealer window streamers promoting its participation sponsorship of five NBC programs: *$64 Question; Boston Pops Orchestra*, with Arthur Fiedler; *Screen Directors Playhouse; Mr. Keen, Tracer of Lost Persons*, and *The Magnificent Montague*.

ATOMIC ATTACK

WMAQ Chicago presenting new series "designed to help American family maintain itself in the face of enemy attack," *Blue Print for Survival*. Show opened with air raid warning siren and closed with "all clear." Typical family, for 13 weeks, will be guided in solution of problems in "the atomic age." Written by Bob Pierron and directed by John Keown, series was planned by Judith Waller, director of education and public service at NBC Chicago, and Homer Heck, program manager.

PUPPY PICTURES

KRMG Tulsa in answer to request for pictures of Johnny Martin, early morning man, sending out pictures of Johnny Martin and his puppies. Mr. Martin has talked of his dogs on air, so station followed up with pictures of pups. KRMG reports that after third announcement of picture it had received over 3,000 replies.

TO COVER COUNTY FAIR

WENE Endicott and WDOS Oneonta will combine facilities Aug. 6-11 and bring listeners coverage of county fair. Stations will broadcast at least six hours of entertainment and exhibit descriptions from fair site. Production will be handled by Charles Hobart, program director at WDOS.

BLUEGRASS SAMPLE

KSIB Creston, Iowa, sending trade and advertisers small package sample of grass seed, as souvenir from "Bluegrass Capital of the World." Print on cloth bag reports "34% of the world's bluegrass is produced in the primary coverage area of KSIB."

FACTUAL BROCHURE

CKCK Regina has issued brochure on statistics of Saskatchewan market showing in detail latest studies on industrial and farm income, population breakdown, education standards, home ownership, home building in Regina area, wholesale and retail trade figures, and detailed maps of CKCK's coverage according to Bureau of Broadcast Measurement figures.

CHINESE SERIES

WHOM-FM New York airing weekly series of Chinese language and musical programs, Tuesday, 8-9 p.m. Program features Mrs. Kang Louis, wife of novelist Louis Chu, as feminine disc jockey.

PACKED OPEN HOUSE

KBOE Oskaloosa, Iowa, after seven month's operation, held open house for listeners in studio-transmitter building mile-and-a-half from town. Staff, overwhelmed when 3,500 visitors swarmed through building in single afternoon, decided open house was success.

BUILDING CHURCH

KIXL Dallas, *Think It Over* station breaks, Rev. Jimmy McClain, announcer. *Doctor I. Q.* from 1940 to 1946 while studying theology, Rev. McClain now using announcing voice to help build new church for his parish at Irving, Tex. Working as part-time announcer at KIXL, Rev. McClain gives earnings from inspirational *Think It Over* station breaks to his church's new-building fund. Lee Segall, KIXL owner, is also owner of *Doctor I. Q.* program.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

MARKET ANALYSIS

WHLI Hempstead, Long Isl... issues annual business analysis... Nassau County market, in wh... it is located. Paper offers inform... tion on population, families, re... sales, food store sales, drug s... sales, automotive store sales, a... mobile registrations, purchases ... family, etc., and comparison ... Nassau County purchasing po... with other counties. Copies can ... obtained by writing Joseph ... Lenn, vice president, WHLI.

Strictly Business

(Continued from page 18)

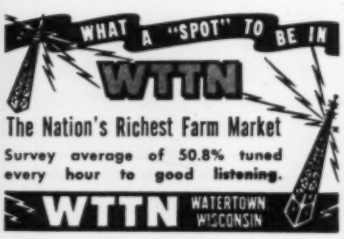
ing companies had engaged in s... an arrangement on any network.

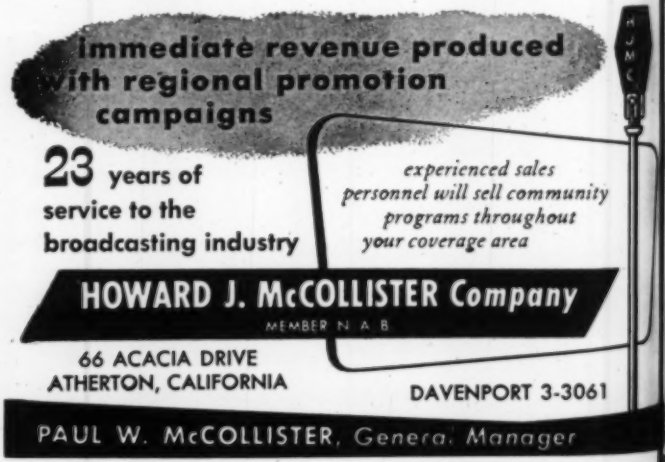
That was how Mr. Wade beca... interested, too, in selling beer, ... he joined the Detroit Brewing C... with the position of vice presid... and general sales manager. "I ... been in the beer business ev... since," he muses. Two years a... Christian Heurich made him an ... fer—and he went to Washington.

Mr. Wade is "very much i... pressed" with what TV can do ... a beer product, though two-thi... of the company's $200,000 rad... TV budget is wrapped up in so... broadcasting, he says. Heurich, ... points out, spends $2 per barrel ... consumer advertising—"well abo... the average for the industry" ... and has increased its sales 50... the past year.

As general sales manager, ... Wade bought the radio-TV rig... from Nat's President Clark Griffi... and sold part of them to Sinc... Refining Co. He also is charg... with setting the four-station s... campaign for the firm. Heurich ... a regional advertiser, selling ... beer products in Maryland, V... ginia, Florida, North Caroli... New Jersey and New York, as w... as in the District.

Mr. Wade says beer—sellin... it, that is—is his hobby and si... it's seasonal, "you don't have ma... time for golf or fishing," to wh... he takes a fancy. He did find ti... to get married (in 1931), howev... and has a daughter, age 19. M... and Mrs. Wade live in Bethes... Mr. Wade belongs to the Board ... Trade and the Kenwood Count... Club.


WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN WATERTOWN WISCONSIN


immediate revenue produced with regional promotion campaigns
23 years of service to the broadcasting industry
experienced sales personnel will sell community programs throughout your coverage area
HOWARD J. McCOLLISTER Company
MEMBER N A B
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

ABC-UPT

(Continued from page 27)

Goldenson, UPT president, said that the "promise for growth in the ABC operation lies primarily in television." He warned against writing radio off as a loss, however, expressing the belief that "radio can satisfy certain information and entertainment needs more adequately than television. Radio no doubt will have to operate under keener competitive conditions, but I am confident that it will be profitable and will provide a very vital public service."

ABC "is in a very excellent position to grow with the TV industry," Mr. Goldenson told his company's stockholders. Reporting on an inspection trip of the network's TV properties, he said that the ABC Hollywood setup is "undoubtedly the best in the United States" and that with improvements now under way the network would be in as good competitive shape or better in the other cities in which it owns video stations—New York, Chicago, Detroit and San Francisco. ABC will spend approximately $2.5 million for these improvements before the merger takes place, he said, with the new company spending perhaps another $4 million in the next several years. Since AB-PT will take over about $3 million cash from ABC, the net expense will be in the neighborhood of $1.5 million, he commented.

"ABC has been handicapped in television because of inadequate financial resources," Mr. Goldenson stated. "The merged company will have the finances to compete with the other networks for top entertainment. It will also benefit from the accumulated know-how and experience of our management in the entertainment field. Thus strengthened, ABC should be able to compete vigorously and effectively with the other major radio and television networks and should prove to be a highly profitable organization."

Both Mr. Goldenson and Mr. Kintner, who joined the UPT meeting following the adjournment of that of ABC, declined to discuss specific plans for effectuating the proposed changes as improper in advance of FCC approval, which Mr. Goldenson hazarded a guess might come about the first of October or November. Mr. Kintner assured the UPT stockholders, however, that "we'll give NBC and CBS some real competition."

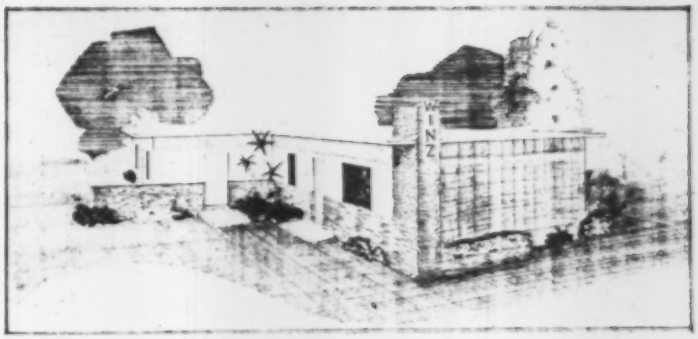
Movie theatre attendance which "was awful for us in May," came back strongly in June and in the first weeks of July was running ahead of last year, Mr. Goldenson reported. He said that the quality of pictures to be released during the coming fall and winter is such as to assure a good box-office for movie houses.

Asked about theatre television, Mr. Goldenson said that perhaps a dozen or 18 features a year might be appropriate for theatre showing in this manner. He commented that motion pictures are the real business of motion picture theatres and that theatre television was developed only because of theatre operators' desires to serve their public in every possible way.

To a question about subscription television for the home, Mr. Goldenson replied tersely: "Women won't pay to stay at home."

UPT made a first payment of $1,750,000 July 1 on its $45 million loan and intends to make a similar payment in December, Mr. Goldenson said. The merged company will also pay off $7.5 million of ABC's indebtedness of $8.3 million immediately, he said. He explained that company policy has always been to retire any outstanding debts as rapidly as possible without weakening the company's operational position.

Under the terms of the merger, Mr. Goldenson will become president of AB-PT; Mr. Noble will become chairman of the finance committee, and Mr. Kintner will serve as president of the ABC division of AB-PT. An 18-member board of directors will include five who are now directors of ABC and 13 who are now UPT board members.



Architect's drawing of the new WINZ transmitter building.

* * *

WINZ EXPANDS

Completes New Building

EXPANSION plans of WINZ Miami Beach, Fla., with increased power of 50 kw, are rapidly nearing completion, President Jonas Weiland announced last week. Station has just completed its new and modern transmitter building, including two control rooms, a large studio, newsroom and a complete music room. Main studios are in Miami Beach and Hollywood.

To insure adequate and up-to-the-minute news coverage of the area, WINZ has purchased a land and sea plane, fully equipped with remote broadcast facilities.

Mr. Weiland also announced the appointment of Forjoe & Co. as national sales representative.

ABC-UPT PLAN

Brown Attacks Merger In Wire To Coy

GORDON P. BROWN, president, WSAY Rochester, last week fired another salvo in his campaign against networks.

This latest blast took the form of a telegram to FCC Chairman Wayne Coy pin-pointing the target of the proposed United Paramount Theatres-ABC merger [BROADCASTING • TELECASTING, July 16].

Previously, Mr. Brown attacked the alleged coercive and anti-trust practices of major networks [BROADCASTING • TELECASTING, May 14].

The telegram "urgently" requested Chairman Coy to "deny any application to consolidate these two large corporations, which would further the monopolization of the radio, television, theatre and motion picture industries."

Mr. Brown said that "it is common knowledge that the United Paramount Theatres represent the motion picture house division of the Paramount Pictures Inc., which firm was founded in violation of the anti-trust laws of our country."

He added that ABC "has for years practiced restraint of trade and monopoly within the radio industry. It has attempted to, and did determine the rates of each of its many affiliated stations."

The WSAY executive charged that ABC "has damaged my station throughout a period of years to an amount well over $1 million.

"It is now proposed by these giants of the entertainment world to unite in one multi-million dollar monopoly to dominate the entertainment of the citizens of our country.

"The radio, television and motion picture industries must forever be kept competing factors in the entertainment world," Mr. Brown warned, "for the public interest, convenience and necessity."

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Meridian

SUNSHINE KISSES

On Records: Bill Farrell—MGM 11023; Martha Tilton-Harry Babbitt—Coral 60545; Paul Weston-Lee Brothers—Col. 39447; Irving Fields—Vic. 20-4211.

On Transcriptions: Shep Fields—Langworth.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

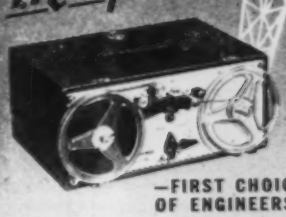
FOR FINEST TAPE RECORDING

KMON

Great Falls, Mont.

USES

Magnecorder



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Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in high fidelity cabinets.

For new catalog — write:

Magnecord, INC.

360 N. Michigan Ave., Chicago 1, Ill.

FCC Actions

(Continued from page 69)

APPLICATION RETURNED

WINX Washington, D. C. — RETURNED application for CP to change main trans. location etc.

July 26 Decisions . . .

BY THE COMMISSION

Granted STA

Philco Television Bcstg. Corp. — Granted special temporary authority for period of 90 days to conduct experimental color TV broadcasts over WPTZ (TV) Philadelphia.

Extension Granted

WINX Washington, D. C.—Granted extension of authority for period of 30 days from July 11, for Maryland booster station to remain silent.

BY THE COMMISSION EN BANC

Petition Denied

KCOG Centerville, Iowa—Denied petition of KCOG requesting that issue No. 5 in Commission's order of May 16 in re its application, be amended to read: "To determine the type and character of program service rendered by Station WGIL, Galesburg, Ill."

Petition Granted

WTVB Coldwater, Mich. — Granted petition in part insofar as amending hearing order of May 3 on application to improve facilities, to add following as issue No. 3: "To determine the nature of program service presently rendered and the nature of the program service proposed to be rendered by Station WTVB, and the need for said service in the area to be served."

Exemption Granted

KGIL San Fernando, Calif.—Granted temporary exemption from program origination requirements, to Jan. 18, 1952.

Renewals Granted

Following stations were granted renewal of licenses for regular period:

KOTN Pine Bluff, Ark.; KOVC Valley City, N. D.; KRSN Los Alamos, N. M.; KSYC Yreka, Calif.; WALD Walterboro, S. C.; WBLT Bedford, Va.; WBTA Batavia, N. Y.; WSRS Cleveland Heights, Ohio; KRUS Ruston, La.; KTOP Topeka, Kan.; KWWB Walla Walla, Wash.; WESB Bedford, Pa.; WJBS DeLand, Fla.; WJJM Lewisburg, Tenn.; WLCX La Crosse, Wis.; WTVL Waterville, Me.; WTNB Birmingham; WWNS Statesboro, Ga.; KYCA Prescott, Ariz.; WARD Johnstown, Pa.; WBEC Pittsfield, Mass.; WRLD Lanett, Ala.; KDB Santa Barbara, Calif.; WAKE Greenville, S. C.; WDXB Chattanooga; WJBK & Aux., Detroit, Mich.; KRTN Raton, N. M.; KSAM Huntsville, Tex.; KWRN Reno; WDAN Danville, Ill.; WELO Tupelo, Miss.; WFKY Frankfort, Ky.; WFLB Fayetteville, N. C.; WGEZ Beloit, Wis.; WLAU Laurel, Miss.; WMDD Fajardo, P. R.; WOMI Owensboro, Ky.; WSKY Asheville, N. C.; WTBF Troy, Ala.; KVOG Ogden, Utah; KVOW Littlefield, Tex.; WBUD Morrisville, Pa.; WOLF Syracuse, N. Y.; KOCO West Salem, Ore.; KNOW Austin, Tex.; WVEC Hampton, Va.; KVAL Brownsville, Tex.; KCNI Broken Bow, Neb.; KVWC Vernon, Tex.; WAZL Hazleton, Pa.; WCVA Culpepper, Va.; WHOB Gardner, Mass.; WINR Binghamton, N. Y.; WLOE Leaksville, N. C.; WMJM Cordele, Ga.; WTXL West Springfield, Mass.

Licenses Extended

Licenses for the following stations were extended on a temporary basis to Nov. 1:

WTTT Coral Gables, Fla.; WTOM Bloomington, Ind.; WVIM Vicksburg, Miss.; KICO Calexico, Calif.; KWEW Hobbs, N. M.; WPLI Jackson, Tenn.; KBLF Red Bluff, Calif.; KBRO Bremerton, Wash.; KRIB Mason City, Iowa; KXRJ Russellville, Ark.; WCUM Cumberland, Md.; WDHL Bradenton, Fla.; WMOC Covington, Ga.; KELS Kelso, Wash.; WBEX Chillicothe, Ohio; WHBB Selma, Ala.; WHBS Huntsville, Ala.; KDIA Auburn, Calif.; KDRO Sedalia, Mo.; KGKB Tyler, Tex.; KPAS Banning, Calif.; KXRA Alexandria, Minn.; WCLD Cleveland, Miss.; WMTW Portland, Me.; WOPA Oak Park, Ill.; WSIP Paintsville, Ky.; WIKC Bogalusa, La.; WKLV Blackstone, Va.

Transcript Corrected

The Commission granted requests of Henry B. Weaver, counsel for Philco Corp.; Seymour Krieger, counsel for The Joint Committee on Educational Television; George H. Brown, RCA Laboratories Division, and, in part, request of Ray B. Houston, counsel for RCA, to make certain corrections to Part II of the transcript of testimony in the television hearing (Dockets 8736 et al.).

July 26 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WGHN Spring Lake, Mich.—Mod. CP new AM station for extension of completion date from 8-15-51 to 2-15-52.

WJPR Greenville, Miss.—Mod. CP to change frequency, power etc. for extension of completion date from 8-4-51 to 9-4-51.

WNEW New York—Mod. CP to increase power etc. for extension of completion date from 8-15-51 to 3-15-52.

Extension of SSA

WNYC New York—Extension of special service authorization to operate additional hours between 6 a.m. EST and sunrise at New York and sunset at Minneapolis, Minn. and 10 p.m. EST using DA for period beginning 9-2-51.

License Renewal

Following stations request renewal of license: KWKW Pasadena, Calif.; WTRF Bellaire, Ohio; KDNT-FM Denton, Tex.

FM—104.1 mc

WFOW (FM) Madison, Wis.—CP to change class and frequency AMENDED to change from Ch. 290 (105.9 mc) to Ch. 281 (104.1 mc). (Note: Should have appeared under July 18 applications).

APPLICATIONS RETURNED

KBUC Corona, Calif. — RETURNED application for assignment of license.

KFTM Ft. Morgan, Col.—RETURNED application for license renewal.

Kintner Heads Palsy Unit

ROBERT E. Kintner, ABC president, was appointed last week to head the radio committee for New York City's $750,000 Cerebral Palsy Campaign for 1951.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH JULY

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,285	2,252	133		287	12
FM Stations	650	538	121	1*	9	
TV Stations	107	82	28		422	12

* On the air.

* * *

CALL ASSIGNMENTS: WAKN Aiken, S. C. (Aiken Electronics Adv. Corp., kc, 1 kw, day); KABI Ketchikan, Alaska (Aurora Bcstrs. Inc., 580 kc, 1 kw-D, 500 w-night); KWHT Wheatland, Wyo. (William C. Grove, 800 kc, 1 kw, day); KRSD Rapid City, S. D. (Heart of the Black Hills Station, 1340 kc, 250 w, day time); WAKU Latrobe, Pa. (Clearfield Bcstrs. Inc., 1570 kc, 250 w, day); WEV FM Emporia, Va. (Stone Bcstg. Corp., Ch. 261 (100.1 mc), 790 w); WVOW-F Logan, W. Va. (Logan Bcstg. Corp., Ch. 22 (92.3 mc), 20 kw); WLBS Birmingham, Ala. (Changed from WKAX); KCON-FM Conway, Ark. (Changed from KOWN).

Docket Actions . . .

INITIAL DECISIONS

KLOK San Jose, Calif.—Hearing Examiner Leo Resnick issued initial decision favoring grant of application for increasing its hours of operation from daytime only to fulltime with power of 5 kw-day, 1 kw-night, night-directional, on present frequency of 1170 kc. Decision July 25.

Washington Court House, Ohio — Hearing Examiner James D. Cunningham issued initial decision favoring grant of application of The Court House Bcstg. Co. for a new AM station on 1250 kc, 500 w, daytime only. Decision July 26.

ORDER

Baton Rouge, La.—FCC ordered that at oral argument scheduled for Aug. 3 in the matter of WLCS and KJAN, both Baton Rouge, participants are requested to address their respective arguments, in part, to issues relating, among other matters, to petition to change transmitter site filed July 3 by KJAN and oppositions filed thereto by WLCS and Chief of Commission's Broadcast Bureau. Order July 26.

Non-Docket Actions . . .

AM GRANTS

KFRB Fairbanks, Alaska — Granted switch in facilities from 1290 kc to 790 kc, 5 kw, fulltime; program tests on 790 kc are not to be authorized until same licensee's KFQD Anchorage is authorized program tests on 600 kc; new KFRB license not to be issued until KFQD is licensed on 600 kc; other conditions. Granted July 25.

TRANSFER GRANTS

WGNC-AM-FM Gastonia, N. C. — Granted assignment of licenses from F. C. Todd, deceased, to Citizens National Bank, executor of estate, and thence to Catherine T. McSwain for $46,523.01. Granted July 25.

WOPA-AM-FM Oak Park, Ill. — Granted assignment of licenses from old partnership to new partnership d/b as Village Bcstg. Co. for $13,540. Partners are William L. Klein (46%), present general manager; Oak Park Arms Hotel Inc. (35%); James M. Whalen Jr. (3.75%), advertising specialist; Egmont Sonderling (15.25%), present station manager. Granted July 25.

WGGH Marion, Ill.—Granted assignment of license from Hartley L. Grisham and George W. Dodds d/b as Marion Bcstg. Co. to George W. Dodds for $10,000. Granted July 25.

KMLW Marlin, Tex.—Granted assignment of permit from old partnership of W. L. Pennington and Virgil H. Gage to W. L. Pennington d/b as Falls County Public Service through purchase of Mr. Gage's interest for $650. Granted July 25.

WIRJ Humboldt, Tenn. — Granted transfer of control from T. H. Hobbs to J. Frank Warmath through purchase of 50% interest for $2,500. Mr. Warmath now owns 100% interest. Granted July 25.

KUNO Corpus Christi, Tex.—Granted assignment of license from Community Bcstg. Co. to KUNO Inc. No money involved. Granted July 19.

WOSC Fulton, N. Y.—Granted assignment of license from Harold W. Cassill to Cassill Radio Corp. No money involved. Granted July 19.

WLAV-AM-FM Grand Rapids, Mich. —Granted assignment of license from Leonard A. Versluis to Versluis Radio Television Inc., wholly owned by assignor. No money involved. Granted July 16.

New Applications . . .

AM APPLICATIONS

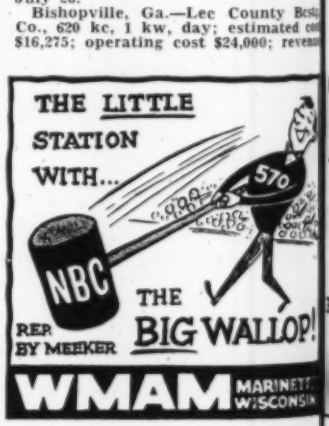
Greenville, N. C.—L. C. McSwain tr/as Eastern Carolina Bcstg. Co., 1490 kc, 250 w, fulltime; estimated construction cost $10,000; first year operating cost $20,000; first year revenue $26,000. Applicant is manager and 20% owner McSwain's Dept. Store, Robins, N. C. Filed July 23.

Chatahoochee, Fla. — Tiger Radio Corp., 1380 kc, 500 w, day; estimated cost $19,363.44 (of which $14,063.44 worth is already on hand); operating cost $24,000; revenue $36,000. Principals are President H. L. Lowder (3.5%), commercial manager WWGP-AM-FM Sanford, N. C.; Secretary-Treasurer E. G. Kopriver (3.5%), chief engineer for WWGP; Ralph Oliver (47.5%), owner Oliver Gulf Station; J. H. Lowder (42.75%), physical director, YMCA Albemarle, N. C.; H. E. Bergman (2.5%), attorney and Secretary of Chatahoochee Chamber of Commerce. Filed July 23.

Ft. Walton, Fla.—WFTW Inc., 1490 kc, 250 w, fulltime, (requests assignment of WFTW call letters); estimated cost $9,285; operating cost $25,000; revenue $35,000. Principals are President George Egbert Mead (31%), 10% owner and chief engineer WBSR Pensacola, Fla.; Treasurer Leonard Zepp (31%), engineer-announcer WTWA Thomson, Ga.; Vice President Boris Mitchell (31%), program director WBSR; Secretary Kirke M. Beall (7%), attorney. Filed July 24.

Lexington Park, Md.—Patuxent Radio Inc., 1370 kc, 1 kw, day; estimated cost $12,370; operating cost $31,000; revenue $49,500. Principals are President John H. Mullaney (88%), consulting engineer, Washington, D. C.; Secretary-Treasurer M. H. Daly (6%), housewife H. J. Daly (6%), attorneys. Filed July 26.

Bishopville, Ga.—Lee County Bcstg. Co., 620 kc, 1 kw, day; estimated cost $16,275; operating cost $24,000; revenue



$36,000. Partners owning 20% each are H. L. Ginsberg, owner ready to wear shop; W. G. DesChamps Jr., president and ½ owner Bishopville Petroleum Co.; J. L. DuBose, president and ½ owner McLeod Pharmacy Inc.; G. H. McElveen, ½ owner DuBose Drug Co.; Thurston Webb, ½ owner DesChamps & Webb Cotton Co. Filed July 26.

Clinton, S. C.—T. E. Addison tr/as Clinton Radio Advertising Co.; estimated cost $13,275; operating cost $24,000; revenue $36,000. Mr. Addison owns Canada Dry and Pepsi-Cola bottling companies and is vice president and 10% owner of Bank of Clinton. Filed July 26.

Hot Springs, Ark.—Hot Springs Bcstg. Co., 1270 kc, 1 kw, day; estimated cost $18,535; operating cost $34,000; revenue $55,000. Partners are Walter Y. Cleveland (51%), deputy county auditor, Des Moines, Iowa; Robert L. Harrison (49%), 10% owner KCRV Caruthersville, Mo. Filed July 26.

FM APPLICATION

Highland, Wis.—State of Wisconsin-State Radio Council, 91.3 mc, 10 kw; estimated construction cost $51,500. Studios are to be located on U. of Wisconsin campus, Madison, Wis. (Call letters WHHI requested). Filed July 25.

TV APPLICATIONS

Eau Claire, Wis.—Central Bcstg. Co., Ch. 13 (210-216 mc), 49.2 kw visual, 24.6 kw aural, antenna 840 feet; estimated construction cost $309,445; first year operating cost $150,000; first year revenue $150,000. Applicant is licensee of WEAU-AM-FM Eau Claire. Filed July 26.

Beaumont, Tex.—The Enterprise Co., Ch. 6 (82-88 mc), 100 kw visual, 50 kw aural, antenna 500 feet; estimated cost $295,675; operating cost $150,000; revenue $125,000. Applicant is licensee of KRIC-AM-FM Beaumont. Filed July 25.

TRANSFER REQUESTS

WFVG Fuquay Springs, N. C. — Assignment of license from J. M. Stephenson and B. H. Ingle Sr. tr/as Radio Station WFVG to J. M. Stephenson for $7,500 plus assumption of obligations totalling $6,300. Retiring partner, Mr. Ingle, has applied for a new AM station in Raleigh, N. C. Filed July 23.

WSBA-AM-FM York, Pa.—Involuntary transfer of control from Louis J. Appell, deceased, to Helen P. Appell, Louis J. Appell Jr., George H. Appell, and the York National Bank & Trust Co., executors of estate of Louis J. Appell. Mr. Appell owned all outstanding stock of Susquehanna Bcstg. Co., licensee.

WKWK-AM-FM Wheeling, W. Va.—Transfer of control Community Bcstg. Inc. from Joe L. Smith Jr. Inc. to John W. Reynolds through retirement of 51% interest for $97,271.58, plus or minus. Mr. Reynolds is present owner of 49% and has been general manager of the station for more than nine years. Filed July 26.

WLOU Louisville, Ky.—Assignment of license from Louisville Bcstg. Co. to Robert W. Rounsaville for $40,000 plus five year lease for real estate and building at $560 per month. Mr. Rounsaville is owner of WBAC Cleveland, Tenn. and WQXI Atlanta, Ga. and owns 51% of WBEJ Elizabethton, Tenn. Filed July 26.

WDAE-AM-FM Tampa, Fla.—Transfer of control Tampa Times Co., licensee, to David E. Smiley and Mary F. Smiley through purchase by the licensee and retirement of 5,000 shares (50% interest) belonging to Ralph Nicholson and family for $825,000. Mr. and Mrs. Smiley are present owners of 50% and will own 100% after retirement of the Nicholsons' interest. Filed July 25.

WINX Washington, D. C.—Assignment of license from Banks Independent Bcstg. Co. to United Bcstg. Co. Inc. for $95,000. United is licensee of WOOK Silver Spring, Md.; WSID Essex, Md.; WARK Hagerstown, Md.; WANT Richmond, Va. [BROADCASTING • TELECASTING, June 18]. Filed July 26.

WARL - AM - FM Arlington, Va. — Transfer of control Northern Virginia Bcstrs. Inc., from Frank U. Fletcher and R. K. Castell to Lou Poller through sale of 100% stock for approximately $124,000, plus or minus [BROADCASTING • TELECASTING, July 23]. Mr. Poller owns WPWA Chester, Pa. Filed July 25.

KOLT Scottsbluff, Neb.—Assignment of license to new partnership of L. L. Hilliard and Ruth K. Hilliard d/b as Hilliard Co. L. L. Hilliard buys former partner Russell A. Hand's 1% interest for $1,000. Filed July 25.

WJWL-AM-FM Georgetown, Del.; WFAI Fayetteville, N. C.; WRAD Radford, Va.—Acquisition of control Rollins Bcstg. Co., licensee, by John W. Rollins and Katherine E. Rollins through transfer of 125 shares from Rollins Motor Co. (owned 100% by Mr. Rollins) to him for $12,500 credit against compensations owed him, and sale of one share to Mrs. Rollins by Jack C. Gardner for $100. Filed July 25.

KWEW Hobbs, N. M.—Involuntary transfer of control KWEW Inc. from Walter E. Whitmore, deceased, to Walter E. Whitmore Jr., executor of estate. Filed July 25.

WRGA-AM-FM Rome, Ga.—Involuntary transfer of control Rome Bcstg. Corp., licensee, from John H. Quarles, deceased, administrator of estate of John W. Quarles to Annie C. Quarles, administratrix of estate of John W. Quarles. Filed July 12.

WMRC-AM-FM Greenville, S. C. — Relinquishment of control Textile Bcstg. Co., licensee, by Robert A. Jolley through transfer of 260 shares, as a gift, to four members of his family. Mr. Jolley now owns 50.11% and will own 44.33% after transfer. Filed July 12.

WRIC Richlands, Va.—Assignment of license from J. P. Horne, J. C. Gillespie, Jesse F. White and J. P. Royall Jr. d/b as Clinch Valley Bcstg. Co. to Clinch Valley Bcstg. Corp., owned by same partners. Filed July 13.

KSIJ Gladewater, Tex.—Assignment of license from T. W. Lee d/b as Gladewater Bcstg. Co. to C. A. Lee, his brother and attorney-in-fact. No monetary consideration. Filed July 18.

KSIW Woodward, Okla.—Acquisition of control Woodward Bcstg. Co., licensee, by Edward A. Ryan and Lenora Woods Ryan through purchase by her of 1199 shares (49.9%) from Robert E. Davis for $5600 last November. Mr. Ryan is also owner of 49.9%. Filed July 6.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 21, FM 50, TV 0. New deletions, effective dates, and reasons follow:

WHOU Houlton, Me. — Northland Bcstg. Co., permit, July 23. Owner unable to complete construction because of U. S. Naval service.

WCFC Beckley, W. Va. — Beckley Newspapers Corp., license, July 17. Economic.

WCFC-FM Beckley, W. Va.—Beckley Newspapers Corp., license, July 17. Economic.

WTBO-FM Cumberland, Md.—Maryland Radio Corp., permit, July 20. Insufficient set distribution to attract advertisers.

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Maritimes Busiest Station

5000 WATTS — NOW!

ATTENDING BMI Clinic at Seattle were (l to r): Standing, Carl Haverlin, BMI president; Harry R. Spence, KXRO Aberdeen; W. W. Warren, KOMO Seattle; Carl Downing, Washington State Assn. of Broadcasters; D. Malcolm Neill, CFNB Fredericton and president, Canadian Assn. of Broadcasters; Fred F. Chitty, KVAN Vancouver, Wash., and WSAB president; Herbert Olsen, KXIC Iowa City; Robert R. Tincher, WNAX Yankton, S. D.; Hugh A. Smith, KPOJ Portland, Ore.; John Fulton, WGST Atlanta; seated, H. W. Slavick, WMC Memphis; Mrs. A. Scott Bullitt, KING Seattle; O. W. Fisher, KOMO Seattle; Robert J. Burton, BMI; Ted Cott, WNBC New York; Glenn Dolberg and James H. Cox, BMI. Attendance was reported as the largest in history.

* * *

PROGRAM IMPACT

Importance Stressed At Seattle Clinic

THE crucial importance to broadcasters' success of local programming and programming which is fresh and original was sounded at the BMI Clinic in Seattle last Monday, first of Pacific Coast presentations in the current schedule.

Radio officials reiterated from their own experience the necessity for creative programming if radio is to survive against competing media and the attacks of rate-minded advertisers.

The clinic's attendance, 108, was hailed by Glenn Dolberg, BMI station relations director, as the largest yet.

Hugh A. Smith, program director of KPOJ, pleaded for individuality in programming, and asserted it starts in the station's music library. "There's no price tag on ingenuity," he declared, "but it pays off."

It was announced at the meeting that Mr. Smith will leave KPOJ to become assistant program director of KPIX (TV) San Francisco, effective Aug. 1.

Ted Cott, general manager of WNBC-AM-FM-WNBT (TV) New York, pointed out the renewed importance of radio today—its use in the Korean peace negotiations, the fact that Jacob Malik used radio to launch his original peace feeler, and the remarkable coverage of recent midwestern floods.

The clinic, co-sponsored by the Washington State Assn. of Broadcasters, devoted little direct attention to BMI as such. One of the few mentions came in a brief talk by Carl Haverlin during the luncheon session. Robert R. Tinchner, vice president and general manager, WNAX Yankton, S. D., and Irwin S. Adams, general manager, KGON Eugene City, Ore., also spoke.

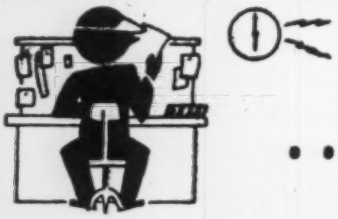
WKID Sold

ROBERT J. SNYDER, former president of KXIC Iowa City, and Gene Phillippe of Ottumwa, Iowa, have purchased WKID Urbana for an undisclosed sum, subject to the usual FCC approval. Station is a 250 w daytimer, serving Urbana and Champaign. It was sold by Kemper-Fabert Inc., Urbana Chevrolet dealer, and Frank Strand, Champaign advertising executive. Blackburn-Hamilton, station brokers, handled negotiations.

General Mills Switch

GENERAL MILLS, Minneapolis, has replaced *Armstrong of the SBI* after 18 years on the air with *Silver Eagle* and *Mr. Mercury* on ABC. *Mr. Mercury*, owned by Louis G. Cowan, originates in New York Tuesday, 6:30-7 p.m. (CDT). *Silver Eagle*, packaged by James Jewell, is broadcast from Chicago Thursday at the same time.

KGW carries the weight in the Oregon Market DAY or NIGHT
TOTAL BMB FAMILIES
From 1949 BMB Survey
DAYTIME
KGW 350,030
Station B . . . 337,330
Station C . . . 295,470
Station D . . . 192,650
NIGHTTIME
KGW 367,370
Station B . . . 350,830
Station C . . . 307,970
Station D . . . 295,440
KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



...at deadline

MORE EQUITABLE TAX BASE ASKED BY TELECASTERS

MORE equitable base period for television broadcasters to compute their excess profits tax rate was requested Friday by John B. Poole, of Fort Industry Co., spokesman for NARTB-organized Television Broadcasters Tax Committee. Mr. Poole appeared before Senate Finance Committee.

Purpose of industry committee is "to relieve the very serious and critical financial plight of the television broadcasters" as they are affected by the Excess Profits Tax Act, he said.

TV losses through 1946-1949 period, when radio industry was pioneering TV, depressed normal profits of radio broadcasting, lowering rate of return. Profit column not reached by nearly all TV companies until late 1950, Mr. Poole told Senators. Pinch on telecasters is computing EPT credit based on best three years of this depressed period, he explained. Relief provisions of act have not helped, Mr. Poole, said, adding that inadequate tax credit only compounds risk hazard in operations.

Inequity can be relieved in Senate bill (S 1861) introduced by Sen. J. Allen Frear (D-Del.), Mr. Poole said [BROADCASTING • TELECASTING, July 23]. While not exempting him, bill would restore base period for telecaster to be equal with industries which had normal operation during base period, he explained. Prime feature of bill is to permit broadcaster to use 1946 industry rate of return as base rather than three best years of period when TV losses were sustained. Those operators who are in TV only also would use this base.

THEATRE TV ILLEGAL, FTPC REPORT CHARGES

CHARGE THAT box-office television is illegal because it is purely commercial and offers no public service in exchange for its use of spectrum space is contained in a preliminary report to the Fair Television Practices Committee. Jerome W. Marks, committee chairman, who with Max Pfeferblum, secretary, prepared the report, stated that "subscription radio was never approved by the FCC and no precedent of any kind whatsoever exists for granting to theatre television exclusive use of any publicly-owned television channels." Noting that TV set owners have "a most vital interest in this matter," Mr. Marks expressed "the hope of the FTPC that the commission will proceed in this important matter most cautiously as the whole future pattern of both television and radio will be at stake."

REINGOLD REPRESENTATIVE

REINGOLD Co., St. Louis (advertising agency), has appointed Wyatt & Schuebel as its radio and television department and New York office. Agency handles the following accounts: American Tourist Luggage, Old Mr. Boston liquors, Hampden Brewing Co. (Hampden ale), Plymouth Mfg. Co. (men's rainwear), and Revere Knitting Mills (men's sportswear).

PHILCO TO TEST AD HOC COLOR TV

EXPERIMENTAL color grant made to Philco's WPTZ (TV) Philadelphia for 90-day period is for testing of "compatible" standards under study by National Television Systems Committee ad hoc group, FCC disclosed Friday. NTSC has been reorganized for color effort [BROADCASTING • TELECASTING, June 25, 4].

Color tests and demonstrations understood scheduled by General Electric Aug. 6, Hazeltine Aug. 7, RCA Aug. 8, Philco Aug. 9 and Institute of Radio Engineers' New York headquarters Aug. 10. NBC currently holds color experimental authority for WNBW (TV) Washington and WNBT (TV) New York. GE has asked FCC to use its VHF-UHF experimental outlet for color tests, "using the field sequential system and other systems currently being studied" by NTSC.

Philco said "experimental color television system to be broadcast shall be a compatible type color signal conforming to the general recommendations of the Ad Hoc Committee of the [NTSC]. The purpose will be to investigate and field test the recommendations of the Ad Hoc Committee and to learn if such recommendations are practical for broadcasting operation. It is anticipated that the experimental operations will enable the licensee to study the following engineering factors: 1. Comparative performance of the recommendation with respect to color carrier phase, beat interference, picture structure and flicker. 2. Fidelity of color rendition. . . . 3. Various dissections of image by removing parts of the video signal."

DENY NEW FM SERVICE

FCC REFUSED Friday to establish new class of FM service, with same lenient rules as now pertain to non-commercial, educational FM, for all kinds of tax-exempt, non-profit organizations. In majority opinion, Commission denied joint petition of Radio Commission of Southern Baptist Convention and Executive Board of Baptist General Convention of Texas. Commission held that, aside from that shown by petitioners, no interest in such special classification had been evinced. Vice Chairman Paul A. Walker and Comr. Robert F. Jones dissented with the statement that petition should be granted to include churches, if not other kinds of tax-exempt, non-profit interests.

BAKER HEADS RTMA TV GROUP

CHAIRMAN and thirteen other members of RTMA's Television Committee were announced Friday by Board Chairman Robert C. Sprague. Dr. W. R. G. Baker of General Electric was reappointed chairman. The following were also named: Benjamin Abrams, Emerson Radio & Phonograph Corp.; Robert S. Alexander, Wells-Gardner & Co.; Max F. Balcom, Sylvania Electric Products Inc.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; John W. Craig, Crosley Div., Avco Mfg. Corp.; Allen B. DuMont, DuMont Labs Inc.; J. B. Elliott, RCA Victor; E. K. Foster, Bendix Radio Div.; Paul V. Galvin, Motorola Inc.; W. J. Halligan, Hallicrafters Co.; L. F. Hardy, Philco Corp.; W. A. MacDonald, Hazeltine Electronics Corp.

Closed Circuit

(Continued from Page 4)

ble to TV operations. Some newspapers a magazines plumping for Chicago stadium.

IS PATIENT dead or alive was question po by FCC staff last week respecting WS McComb, Miss., which submitted license cancellation because of bankruptcy proceed and then wired to "withhold action" since was "receiving assistance to carry on thro receivership." WSKB, founded 1939 and signed 1250 kc with 5 kw day, 500 w ni DA, alleged efforts were made to drive it air.

NATIONAL CARBON Co., New York (Pr tone anti-freeze), through William Esty Co., same city, preparing six-week radio a television campaign using nine spots weekly start in mid-September and October.

QUESTION of Ford Foundation grant f educational TV programming via commerc stations due to be put to foundation trust this week. Foundation authorities, who've dicated funds might be made available if co mercial telecasters show they can do job, n appear satisfied they can.

ONE OF MOST exhaustive FBI investigati into qualifications of appointee to judges being conducted on Comr. Frieda B. Henn whose nomination to Federal District judg ship in New York awaits consideration Senate Judiciary Sub-committee. Made behest of Department of Justice, as is custo ary, investigation has covered New Yo Washington and other areas. Despite oppo tion of Assn. of the Bar of the City of N York and American Bar Assn. question her qualifications, her confirmation is expect

ONE OR MORE network commentators, w have worked part-time for Voice of Amer and who have been unhappy about way Sta Dept. has operated, consider blast from H last week as last straw and may hand resignations.

GENERAL MILLS (Gold Medal Flour) sta ing Aug. 6, placing its quarter-hour, *Hou of All Churches*, five times weekly on about 1 to 200 stations in addition to Liberty Bro casting System and Keystone Broadcasti System. Dancer-Fitzgerald-Sample, New Yo is agency.

NARBA ONLY one of 50 international pa now waiting for consideration of Senate Fo eign Relations Committee. Current foreign a program will take committee attention at le until September. Adding two and two it a pears NARBA impasse may be prolonged.

WGN NAMES HOLLINGBERY

WGN-AM-TV Chicago names George Hollin bery and Co., same city, to serve as its nation representative. Stations will maintain nation sales forces in Chicago and New York handle business in key markets, Chicago, N York, Philadelphia, Minneapolis-St. Paul, B ton, Detroit, Cincinnati and Milwaukee.

FRUIT JUICE SPOTS

FLORIDA CITRUS industry for canned fr juices, will sponsor 10:15-30 p.m. spot of ha hour Saturday-night *Doodles Weaver Show* NBC-TV for five weeks beginning Aug. Agency is J. Walter Thompson.

"IN THE HEART OF AMERICA . . .

It's The

KMBC KFRM

Team and It's

Wholehearted"

. . . Wholeheartedly in the public interest . . .

Greater Kansas City—in fact the entire Kansas City Trade Area—is rapidly recovering from one of the greatest disasters to strike the Midwest.

From the moment that the crisis became imminent, KMBC-KFRM facilities and staff were dedicated to the emergency on a 24-hour basis. Direct reports from the flood and fire zones—authentic coverage from flood headquarters—complete cooperation with all agencies—resulted in the saving of countless lives and many thousands of dollars. The KMBC-KFRM Team was outstanding for its contribution "in the public interest, convenience and necessity." ALL OF THIS HAS NOW—MORE THAN EVER BEFORE—TIED THE LISTENER TO KMBC-KFRM!

Farm and industry alike have emerged from the debris and are "on the way back." And while The KMBC-KFRM Team enjoyed the lead in the great Kansas City Trade Area, its outstanding performance during and following the disaster has gained thousands of loyal listeners who, *"to keep in touch with the times, keep tuned to KMBC-KFRM" and who buy KMBC-KFRM advertised products and services.* Write, wire or phone KMBC-KFRM, or your nearest Free & Peters office.

TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

KMBC-KFRM

The Team

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY